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CANADA

(DOMINION BUREAU OF) STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

576~ (5)

MOTION PICTURE

STATISTICS

*theatres and
film distributors*

1934



Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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OTTAWA

1935

Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

MOTION PICTURE STATISTICS, 1934

The receipts of 799 motion picture theatres in Canada during the year 1934 were \$25,280,300 compared with \$24,897,100 in 1933 and \$38,479,500 in 1930. The business of motion picture theatres thus showed an increase of 1.5 per cent in 1934 over the preceding year. The 64 film exchanges in Canada had gross receipts of \$7,618,700 in 1934 or 9.4 per cent higher than in 1933.

Motion Picture Theatres

Increases in the receipts of motion picture houses were reported for all provinces except Prince Edward Island, Quebec and Manitoba, where declines of 0.5 per cent, 3.2 per cent and 1.2 per cent respectively were recorded. The largest increase is shown for the province of British Columbia with a gain of 6.6 per cent in theatre receipts in 1934 over 1933. Receipts in New Brunswick advanced 4.4 per cent and the increases in the other provinces were - Ontario, 3.0 per cent; Alberta, 2.1 per cent; Saskatchewan, 1.6 per cent; and Nova Scotia, 1.4 per cent.

The average number of employees in motion picture theatres during the year was 5,613 compared with 5,193 in 1933. Salaries and wages paid were somewhat lower, however, as the payroll amounted to \$4,289,400 compared with \$4,441,200 in 1933.

In compiling the returns for 1933 the figures for a number of halls in which itinerant shows are held were included. As such establishments are not legitimate motion picture houses, it was decided to exclude them from the census. The figures for 1933 have been revised to conform to the practice in 1930 and 1934.

Attendance.--For the first time the number of persons attending motion picture theatres during the year has been reported. Attendance in 1934 reached the total of 107,718,000 for Canada as a whole. The province of Ontario accounted for 45,747,000 and Quebec for 24,466,000. It is difficult to estimate the average number of times persons attend motion picture houses in a year, but if we exclude children under 5 years of age (under 16 years of age in Quebec) from the total population, it may be said that theatre-goers attend about once a month. This is the average for the country, and in the larger cities the attendance runs, on the average, from 20 to 35 times a year. Attendance at city theatres, however, is affected by the patronage of tourists, visitors and other non-residents of the area so that the average attendance of city dwellers is not as high as the figures would suggest.

Seating Capacity.--In addition to furnishing information on admissions, the theatres also reported their seating capacity. The 799 motion picture theatres in Canada had seating accommodation for 487,828 persons. By dividing the number of admissions given above by the figure for seating capacity, it is found that, on the average, each theatre was filled 221 times a year. The number of days on which theatres are open varies between 313 and 365 in the year so that for Canada as a whole there is less than one "full house" a day. In the larger cities the average number of times the seating capacity is utilized is, of course, higher. Actually attendance at motion picture houses is concentrated at certain hours on a few days in the week.

Per Capita Expenditures.--The average per capita expenditure on motion picture entertainment (exclusive of amusement taxes) in 1934 was \$2.33 compared with \$3.77 in 1930. The highest average per capita expenditure in 1934 was in British Columbia with

\$3.68 per capita and the lowest in Prince Edward Island where the average was less than one dollar per capita. The per capita figures, based on estimated total population for the period 1930 to 1934, are given below:-

Per Capita Expenditures on Motion Picture Entertainment
(Exclusive of amusement taxes)

	<u>1930</u>	<u>1931</u>	<u>1932</u>	<u>1933</u>	<u>1934</u>
	\$	\$	\$	\$	\$
Prince Edward Island	2.14	1.56	1.14	0.96	0.96
Nova Scotia	3.53	2.67	2.11	1.79	1.80
New Brunswick	2.69	2.16	1.73	1.33	1.36
Quebec	2.94	2.69	2.26	1.86	1.76
Ontario	4.70	4.29	3.70	3.11	3.17
Manitoba	3.94	3.41	2.92	2.52	2.46
Saskatchewan	2.19	1.65	1.26	1.10	1.10
Alberta	3.26	2.29	1.88	1.89	1.90
British Columbia	6.05	5.09	3.90	3.52	3.68
CANADA	3.17	3.28	2.73	2.33	2.33

Attendance at motion pictures depends, to a large extent, upon convenience. In other words, the attendance would tend to be higher in those provinces with large urban populations than in provinces where a large part of the population lives in rural communities where theatres are not close at hand. The per capita expenditures on motion pictures are also affected by the rates of admission, age distribution of the population, regulations governing admission of juveniles to theatres, etc.

As has already been mentioned, the value of receipts reported by theatres does not include the amounts paid in amusement taxes. In all provinces, except Saskatchewan, provincial amusement taxes are levied although generally low-priced tickets are exempt from the tax. In Saskatchewan amusement taxes are levied in some municipalities. Provincial authorities report the following revenues from amusement taxes on theatre tickets in 1933 and 1934:-

	<u>1933</u>	<u>1934</u>
	\$	\$
Prince Edward Island (1)	4,544	5,535
Nova Scotia (2)	118,847	126,428
New Brunswick (2)	59,188	68,525
Quebec (3)	1,276,483	1,224,163
Ontario (2)	827,249	745,056
Manitoba (1)	46,200	46,400
Saskatchewan (4)	48,604	55,114
Alberta (1)	118,533	119,665
British Columbia (1)	140,811	146,545
TOTAL	2,640,459	2,537,431

- (1) Calendar years. In Prince Edward Island the fiscal year is also the calendar year.
- (2) Fiscal years.
- (3) Fiscal years 1933-34 and 1934-35. Includes revenue from other places of amusement and sport events.
- (4) Amusement taxes collected by five cities.

It is not possible to compare the figures for amusement taxes and theatre receipts as some of the revenue figures relate to fiscal years and in some cases cover taxes from other places of amusement.

Motion Picture Statistics by Cities

Toronto occupied the leading position in the motion picture business with 89 theatres in 1934 reporting receipts of \$4,778,500 and attendance of 19,242,000 persons. Montreal was second with 56 theatres with receipts of \$3,938,300 and attendance of 18,578,000. Theatres in Toronto reported an increase of 2.6 per cent in receipts in 1934, while in Montreal receipts fell 3.5 per cent. Vancouver was third in amount of business with an attendance of 7,752,000 during the year, while Winnipeg was fourth with 6,066,000 admissions.

Motion Picture Films

The number of motion picture films exhibited in Canada during the year is difficult to determine as the same film may be shown in each province. According to the records of the provincial censor boards the number of subjects passed for exhibition in 1934 ranged from 1,321 in New Brunswick to 2,704 in Saskatchewan. The subjects, of course, varied in length according to the type of picture. In Alberta 1,732 pictures were reviewed in the course of the year and these covered 5,727 reels. In British Columbia 2,160 subjects covering 6,329 reels were reviewed. Feature subjects formed less than half the total number reviewed but, of course, accounted for a considerable part of the total number of reels. The number of feature pictures reviewed by censor boards in certain provinces in 1933 and 1934 is shown below:-

	<u>Feature Pictures</u>	
	1933	1934
Nova Scotia	475	478
Ontario	490	479
Manitoba	400	511
Alberta	538	519

Film Exchanges

Film exchanges are the agencies through which motion picture theatres are supplied with a constant change of films. They are considered as wholesale establishments but their function differs from that of wholesale merchants in that the products handled by film exchanges are not sold outright but rented to the exhibitors. Most of the revenue of film exchanges is derived from the "rentals" charged for the use of films in motion picture theatres.

There were 63 film exchanges in Canada in 1930 according to the Census of Merchandising and Service Establishments, 1931. These exchanges had total receipts of \$9,808,500 and employed 432 male and 314 female employees (revised figures), who received \$1,196,900 in salaries and wages. In 1934 there were 64 exchanges with receipts of \$7,618,700. There were 362 males and 243 females employed in 1934 and the payroll amounted to \$973,900, an increase of 7.7 per cent over the amount paid in salaries and wages in 1933. The gross receipts of film exchanges were 9.4 per cent higher in 1934 than in the preceding year. This increase was considerably larger than that shown for motion picture theatres. One factor in the increase of the receipts of film exchanges may have been the greater use of "double bills" in theatres and the consequent demand for a larger number of films.

The largest increases in the revenue of film exchanges were reported for British Columbia and the Prairie Provinces, where the gains were 13.0 per cent and 10.0 per cent respectively.

Table 1.--CANADA - Motion Picture Theatres by Provinces,
1930, 1933 and 1934

Province	Number of Theatres	Number of Employees		Salaries and Wages \$	Total Receipts \$
		Male	Female		
<u>1930:</u>					
Prince Edward Island	5	16	21	28,200	188,300
Nova Scotia	56	198	69	204,400	1,814,500
New Brunswick	39	129	77	160,700	1,093,400
Quebec	148	1,126	299	1,593,600	8,301,800
Ontario	324	1,881	556	2,826,200	15,900,900
Manitoba	73	322	143	536,900	2,712,800
Saskatchewan	104	223	80	340,400	1,977,300
Alberta	85	307	72	428,700	2,323,700
British Columbia(1)	76	439	185	827,600	4,166,800
Totals	910	4,641	1,502	6,946,700	38,479,500
<u>1933:</u>					
Prince Edward Island	4	16	11	10,000	85,700
Nova Scotia	37	160	56	147,800	933,300
New Brunswick	28	96	48	92,900	556,500
Quebec	134	908	314	859,300	5,510,500
Ontario	277	1,563	480	1,949,700	10,960,200
Manitoba	62	248	175	363,500	1,818,400
Saskatchewan	65	180	77	208,600	1,046,600
Alberta	78	260	55	286,600	1,433,200
British Columbia(1)	80	368	178	522,800	2,552,700
Totals	765	3,799	1,394	4,441,200	24,897,100
<u>1934:</u>					
Prince Edward Island	4	13	15	10,000	85,300
Nova Scotia	46	179	73	158,700	946,400
New Brunswick	31	111	43	92,600	580,800
Quebec	133	919	265	796,800	5,332,400
Ontario	286	1,784	481	1,855,200	11,290,400
Manitoba	60	300	173	332,200	1,795,700
Saskatchewan	80	218	59	191,300	1,063,100
Alberta	80	320	65	303,500	1,464,000
British Columbia(1)	79	407	188	549,100	2,722,200
Totals	799	4,251	1,362	4,289,400	25,280,300

(1) Includes Yukon and Northwest Territories.

Table 2.--Comparison of Motion Picture Theatre Receipts by Provinces and by Years, 1930 - 1934

Province	Total Receipts					Index of Receipts (1930 = 100)				
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934
CANADA, Total	58,479,500	34,036,400	28,731,300	24,837,100	25,280,300	100.0	88.4	77.7	64.7	65.7
Prince Edward Island	133,300	137,000	100,000	85,700	85,300	100.0	72.8	53.1	45.5	45.3
Nova Scotia	1,214,500	1,371,000	1,083,700	933,300	946,400	100.0	75.6	59.7	51.1	52.2
New Brunswick	2,092,400	932,300	712,000	556,500	590,300	100.0	80.7	64.8	50.9	53.1
Quebec	2,301,800	4,725,700	6,565,900	5,410,500	5,324,400	100.0	93.1	79.1	66.4	64.2
Ontario	15,900,900	14,713,500	12,601,800	10,370,200	11,250,400	100.0	92.5	80.5	68.9	71.0
Manitoba	2,412,800	2,327,500	2,057,300	1,818,400	1,795,700	100.0	88.0	75.9	67.0	66.2
Saskatchewan	1,877,300	1,519,000	1,229,000	1,043,600	1,063,100	100.0	76.8	62.1	52.9	53.8
Alberta	2,323,700	1,675,000	1,391,000	1,133,200	1,464,000	100.0	72.1	59.9	61.7	63.0
British Columbia(1)	4,166,800	3,600,900	2,794,300	2,552,700	2,722,200	100.0	86.4	67.1	61.3	65.3

(1) Includes Yukon and Northwest Territories.

Table 3.--Principal Statistics for Motion Picture Theatres
by Provinces and Cities, 1933 and 1934

Division	Number of Theatres		Number of Seats, 1934	Value of Receipts(1)		Per Cent Change	Admissions	
	1933	1934		1933	1934		Number (thousands)	Average Price(2)
CANADA, Total ..	765	799	487,828	24,897,100	25,280,300	+ 1.5	107,718	23.5
Prince Edward Island	4	4	2,198	85,700	85,300	- 0.5	296	28.8
Nova Scotia	37	46	26,868	933,300	946,400	+ 1.4	4,325	21.9
Halifax	6	7	6,384	417,000	374,300	-10.2	1,809	20.7
Other Places .	31	39	20,484	516,300	572,100	+10.8	2,516	22.7
New Brunswick ..	28	31	16,493	556,500	580,800	+ 4.4	2,576	22.5
St. John	5	6	5,328	258,300	242,600	- 6.1	1,118	21.7
Other Places .	23	25	11,165	298,200	338,200	+13.4	1,458	23.2
Quebec	134	133	100,687	5,510,500	5,332,400	- 3.2	24,466	21.8
Montreal	56	56	60,596	4,082,800	3,938,300	- 3.5	18,578	21.2
Quebec	11	11	8,713	433,400	410,800	- 5.2	1,896	21.7
Three Rivers .	4	5	4,079	82,400	100,700	+22.2	410	24.5
Other Places .	63	61	27,299	911,900	882,600	- 3.2	3,582	24.6
Ontario	277	286	193,241	10,960,200	11,290,400	+ 3.0	45,747	24.7
Toronto	86	89	72,710	4,658,300	4,778,500	+ 2.6	19,242	24.8
Hamilton	17	17	6,092	809,300	805,500	- 0.5	3,698	21.8
Ottawa	11	11	11,143	900,500	840,900	- 6.6	3,346	25.1
London	6	5	5,716	473,400	443,300	- 6.4	1,701	26.1
Windsor(3) ...	7	6	6,197	292,700	316,900	+ 8.3	1,492	21.3
Other Places .	150	158	91,383	3,826,000	4,105,300	+ 7.3	16,268	25.2
Manitoba	62	60	35,778	1,818,400	1,795,700	- 1.2	7,785	23.1
Winnipeg	30	26	22,339	1,495,600	1,417,700	- 5.2	6,066	23.4
Other Places .	32	34	13,439	322,800	378,000	+17.1	1,719	22.0
Saskatchewan ...	65	80	30,619	1,046,600	1,063,100	+ 1.6	4,170	25.6
Regina	4	4	3,946	323,200	314,500	- 2.7	1,124	28.0
Saskatoon	5	6	5,031	264,400	217,500	-17.7	1,044	20.8
Moose Jaw	3	3	1,963	125,300	119,300	- 4.8	499	23.9
Other Places .	53	67	19,679	233,700	411,800	+23.4	1,503	27.4
Alberta	78	80	32,912	1,433,200	1,464,000	+ 2.1	5,896	24.8
Calgary	6	8	7,688	477,500	452,300	- 5.3	1,953	23.2
Edmonton	8	8	6,515	511,700	505,300	- 1.3	2,087	24.2
Other Places .	64	64	18,709	444,000	506,400	+14.1	1,856	27.3
British Columbia(4) ..	80	79	49,032	2,552,700	2,722,200	+ 6.6	12,457	21.9
Vancouver	26	26	24,370	1,477,100	1,569,800	+ 6.3	7,752	20.3
Victoria	6	5	4,283	303,400	330,900	+ 9.1	1,533	21.6
Other Places .	48	48	20,379	772,200	821,500	+ 6.4	3,172	25.9

- (1) Not including amusement taxes.
(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.
(3) New limits.
(4) Includes Yukon and Northwest Territories.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

Motion Picture Receipts by Cities, 1933 and 1934

The preliminary figures on motion picture houses prepared by the Dominion Bureau of Statistics show a mixture of gains and losses in 1934 in the gross revenue of theatres in the leading cities of Canada. The variations in amount of annual receipts are due both to changes in the attendance from year to year and also to changes in the prices of admissions. For the first time the Bureau has secured figures on the number of admissions to motion picture theatres, but, as this information is not available for years prior to 1934, no comparisons can be made of changes in the number of admissions between 1933 and 1934.

Receipts of Motion Picture Theatres by Cities, 1933 and 1934⁽¹⁾

City	Theatres Reporting				Per cent change 1934/1933	Admissions 1934	
	Number 1933	Receipts 1933(2)	Number 1934	Receipts 1934(2)		Number	Average price(3)
		\$		\$			¢
<u>Maritime Provinces:</u>							
Halifax	6	417,000	7	374,300	-10.2	1,719,000	21.8
St. John	5	258,300	6	242,600	- 6.0	1,044,000	23.2
Moncton	3	89,300	3	116,400	+30.4	488,000	23.9
<u>Quebec:</u>							
Montreal	56	4,082,800	57	3,950,500	- 3.2	18,599,000	21.2
Quebec	11	433,400	11	410,800	- 5.2	1,941,000	21.2
Three Rivers.	4	82,400	5	100,700	+22.2	410,000	24.6
<u>Ontario:</u>							
Toronto	86	4,658,300	90	4,744,000	+ 1.8	18,990,000	25.0
Ottawa	11	900,500	11	836,900	- 7.1	3,259,000	25.7
Windsor	4	208,900	3	220,400	+ 5.5	1,019,000	21.6
Hamilton	17	809,300	18	802,700	- .8	3,482,000	23.1
London	6	473,400	5	443,300	- 6.4	1,701,000	26.1
Kingston	3	151,900	3	157,300	+ 3.6	660,000	23.8
<u>Prairie Provinces:</u>							
Winnipeg	30	1,495,600	27	1,423,800	- 4.8	6,111,000	23.3
Regina	4	323,200	4	314,500	- 2.7	1,124,000	28.0
Saskatoon ...	5	264,400	6	217,500	-17.7	1,044,000	20.8
Moose Jaw ...	3	125,300	3	119,300	- 4.8	499,000	24.9
Calgary	6	477,500 ^x	8	452,300	- 5.3	1,953,000	23.2
Edmonton	8	511,700	9	506,400	- 1.0	2,091,000	24.2
<u>British Columbia:</u>							
Vancouver ...	26	1,477,100	27	1,575,300	+ 6.7	7,450,000	21.1
Victoria	6	303,400	6	259,000	-14.6	1,106,000	23.4

1) Preliminary figures subject to revision.

2) Not including amusement taxes.

3) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

^x Revised.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Motion Picture Statistics, 1930 - 1933

This bulletin presents the results of the Census of Merchandising and Service Establishments covering the operations of motion picture theatres and film exchanges during the period 1930 to 1933. Statistics for motion picture theatres are first presented and then the information for film exchanges in Canada.

Receipts of 924 motion picture theatres in Canada during the year 1933 were \$24,954,200 compared with \$38,479,500 for 910 theatres in 1930, according to the results of the Census of Merchandising and Service Establishments, 1933. The receipts for motion picture theatres are estimated at \$33,997,800 in 1931 and \$28,724,600 in 1932.

The figures for the year 1930 are based on the results of the Census of Merchandising and Service Establishments, 1931, which was taken in connection with the Seventh Decennial Census. A postal canvass of theatres operating in 1930 was made on the basis of lists prepared by the census enumerators, who visited every establishment in June 1931. It appears that some very small picture houses which operate intermittently, and which were not in operation at the time of the enumerator's visit, were not included in the census. The slight increase in the number of theatres in 1933 compared with 1930 is due to the inclusion of these small theatres in the later census. As the total receipts for such houses were very low, the inclusion of their receipts affects the totals for all theatres very little. In order that the relative importance of these small theatres may be seen, Table 4 presents statistics for theatres having receipts of less than \$5,000 in 1930 and 1933.

Figures for the years 1931 to 1933 are based upon a postal canvass of all motion picture theatres operating in 1933. The mailing lists in this case were prepared from information furnished by the provincial government in each province and are considered to be particularly complete.

The statistics for the years 1930 and 1933 cover, with the exception noted above, all motion picture houses in operation in each year. The figures for the intervening years are based on the reports of the establishments which operated during the four years from 1930 to 1933. These theatres furnished figures for their receipts in each year. Indexes for 1931 and 1932 were constructed from these returns, using 1930 as a base. The index of receipts for establishments reporting in each province was then applied to the receipts in 1930 for all theatres and estimated totals for each province derived for the years 1931 and 1932. As a complete record is not available of the number of theatres which may have operated during 1931 and/or 1932 in addition to those theatres which were in operation throughout the period, it is not possible to state the total number of theatres in 1931 and 1932.

Motion Picture Theatres

There were 924 motion picture theatres operating in Canada in the year 1933 with receipts of \$24,954,200. The receipts and other details by provinces are given in Table 1. These theatres employed an average of 5,238 persons (other than proprietors) during the year, of which 3,842 were males and 1,396 were females. These employees were paid \$4,446,200 in salaries and wages.

In the year 1930 the number of theatres reporting was 910. The increase in 1933 over 1930 is due largely to the inclusion in the later year of small houses in the western provinces. For Canada as a whole,

theatre receipts, as shown in Table 2, have fallen from \$38,479,500 in 1930 to \$24,954,200 in 1933, a decrease of 35.1 per cent. The decrease was least in Ontario and highest in Prince Edward Island. The decline in Ontario was 31.1 per cent and in Prince Edward Island 54.5 per cent. With the exception of Saskatchewan, Alberta and British Columbia, where the figures are influenced by the small theatres, there was a decrease in the number of theatres in operation in 1933 compared with 1930. The decline was largest in Nova Scotia, where the percentage decrease was 33.9 per cent, while in New Brunswick the decrease was 28.2 per cent. In Table 3 the value of theatre receipts and indexes based on them are shown for each province in each year from 1930 to 1933.

The decline in theatre receipts is due both to a decrease in theatre attendance and also to lower prices for theatre tickets. No information is available for the number of admissions to theatres in 1930 and 1933. The index of theatre prices, calculated by the Dominion Bureau of Statistics, declined 18.5 per cent from 1930 to 1933.

The admission price received by the theatre is not generally the only charge which the public must pay for attendance. In all provinces except Saskatchewan, an amusement tax is levied on the price of admission to theatres and other places of amusement but an exemption is generally made in the case of lower-priced tickets. The total amount collected in amusement taxes by the provinces is as follows:

1930	\$ 3,698,600
1931	3,453,951
1932	2,903,043
1933	2,737,929

These figures relate to the fiscal years of the respective provinces and include revenue from taxes levied on all forms of amusement as it was not possible to secure the amounts collected from motion picture theatres alone. While the decrease in receipts of motion picture houses is shown to be 35.1 per cent from 1930 to 1933 for Canada, the decline in the amounts collected in amusement taxes, as shown in the above figures, is slightly less than 26 per cent. The chief reason for amusement tax revenue being maintained at a higher level than theatre receipts was the imposition of a surtax in the province of Quebec, commencing March 1st, 1932. If the Quebec figures are excluded from both the totals for theatre receipts and tax revenue, the relative decrease is practically the same.

The per capita expenditures on motion picture entertainment (exclusive of amusement taxes), based on the 1931 population, and receipts for motion picture theatres in 1930 and 1933 are shown below:

Per Capita Expenditures on Motion Picture Entertainment
(exclusive of amusement taxes)

	1930	1933
	\$	\$
Prince Edward Island	2.14	.97
Nova Scotia	3.54	1.82
New Brunswick	2.68	1.36
Quebec	2.89	1.92
Ontario	4.63	3.19
Manitoba	3.87	2.60
Saskatchewan	2.15	1.16
Alberta	3.18	2.00
British Columbia (including Yukon and Northwest Territories).....	5.88	3.60
CANADA	3.71	2.40

Attendance at motion picture theatres is dependent, to a large degree, upon convenience. In other words, the attendance would tend to be higher in those provinces with large urban populations than in provinces where a large part of the population lives in rural communities where theatres are not so close at hand. The per capita expenditures on motion picture entertainment are also affected by the rates of admission, distribution of the population by ages, provincial regulations governing admissions of juveniles, etc.

Film Exchanges

Film exchanges are the agencies through which motion picture theatres are supplied with a constant change of films. They are considered as wholesale establishments but their function differs from that of wholesale merchants in that the products handled by film exchanges are not sold outright but rented to the exhibitors. Most of the revenue of film exchanges is derived from the "rentals" charged for the use of films in motion picture theatres.

There were 63 film exchanges in Canada in 1930 according to the Census of Merchandising and Service Establishments, 1931. These exchanges had total receipts of \$9,808,500 and employed 495 male and 369 female employees who received \$1,196,900 as salaries and wages during the year. In the year 1933 the number of exchanges was 57 and the receipts totalled \$6,609,500. There were 404 males and 312 female employees in 1933 and their salaries and wages amounted to \$931,300. The principal statistics for film exchanges are shown in Table 5.

Table 6 gives comparative figures for receipts in each economic division during the period 1930 to 1933. For Canada as a whole, with 1930 as a base, the index of receipts for film exchanges was 92.43 in 1931, 79.20 in 1932, and 67.39 in 1933. It is interesting to note that the index for the receipts of film exchanges closely parallels the index for theatre receipts given in Table 3. As we have just stated, the film exchange index stood at 67.39 in 1933, whereas the index for theatres was 64.85. The trend of film exchange receipts in each economic division is much the same as that for receipts of motion picture theatres in the provinces which constitute each division. The indexes for both film exchanges and theatres are lowest in the Maritime Provinces. Receipts for theatres, however, showed the least decline in Ontario, whereas the highest index for film exchanges is for Quebec. As the sales territories of film exchanges may not lie entirely within the provinces in which the exchanges are situated, the indexes of theatre and film exchange receipts are not entirely comparable.

Table 1.--CANADA - Motion Picture Theatres by Provinces, 1930 and 1933

Province	Number of Theatres	Number of Employees		Salaries and Wages	Total Receipts
		Male	Female		
				\$	\$
<u>1930:</u>					
Prince Edward Island.	5	16	21	28,200	188,300
Nova Scotia	56	198	69	204,400	1,814,500
New Brunswick	39	129	77	160,700	1,093,400
Quebec	148	1,126	299	1,593,600	8,301,800
Ontario	324	1,881	556	2,326,200	15,900,900
Manitoba	73	322	143	536,900	2,712,800
Saskatchewan	104	223	80	340,400	1,977,300
Alberta	85	307	72	428,700	2,323,700
British Columbia (a).	76	439	185	827,600	4,166,800
Totals	910	4,641	1,502	6,946,700	38,479,500
<u>1933:</u>					
Prince Edward Island.	4	16	11	10,000	85,700
Nova Scotia	37	160	56	147,800	933,300
New Brunswick	28	96	48	92,900	556,500
Quebec	134	908	314	859,300	5,510,500
Ontario	277	1,563	480	1,949,700	10,960,200
Manitoba	69	250	175	363,500	1,820,700
Saskatchewan	118	199	77	210,600	1,069,300
Alberta	177	282	57	289,600	1,465,300
British Columbia (a).	80	368	178	522,800	2,552,700
Totals	924	3,842	1,396	4,446,200	24,954,200

(a) Includes Yukon and Northwest Territories.

Table 2.--Comparison of Number of Motion Picture Theatres and Receipts by Provinces, 1930 and 1933

Province	Number of Theatres			Total Receipts		
	1930	1933	Per cent of change	1930	1933	Per cent of change
				\$	\$	
Canada, total	910	924	+ 1.5	38,479,500	24,954,200	- 35.1
Prince Edward Island.	5	4	- 20.0	188,300	85,700	- 54.5
Nova Scotia	56	37	- 33.9	1,814,500	933,300	- 48.6
New Brunswick	39	28	- 28.2	1,093,400	556,500	- 49.1
Quebec	148	134	- 9.5	8,301,800	5,510,500	- 33.6
Ontario	324	277	- 14.5	15,900,900	10,960,200	- 31.1
Manitoba	73	69	- 5.5	2,712,800	1,820,700	- 32.9
Saskatchewan	104	118(a)	+ 13.5	1,977,300	1,069,300	- 45.9
Alberta	85	177(a)	+108.2	2,323,700	1,465,300	- 36.9
British Columbia (b).	76	80	+ 5.3	4,166,800	2,552,700	- 38.7

(a) Includes a number of small theatres operating part time only and not included in the 1930 figures.

(b) Includes Yukon and Northwest Territories.

Table 3.--Comparison of Motion Picture Theatre Receipts by Provinces and by Years, 1930, 1931, 1932 and 1933

Province	Total Receipts				Index of Receipts (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
Canada, Total	\$ 38,479,500	\$ 34,006,400	\$ 28,731,300	\$ 24,954,200	100.00	88.38	74.67	64.85
Prince Edward Island	188,300	137,000	100,000	85,700	100.00	72.72	53.08	45.51
Nova Scotia	1,814,500	1,371,000	1,083,000	933,300	100.00	75.54	59.69	51.43
New Brunswick	1,093,400	882,000	708,000	556,500	100.00	80.65	64.73	50.90
Quebec	8,301,800	7,725,700	6,565,900	5,510,500	100.00	93.06	79.09	66.38
Ontario	15,900,900	14,708,300	12,801,800	10,960,200	100.00	92.50	80.51	68.93
Manitoba	2,712,800	2,387,500	2,059,300	1,820,700	100.00	88.01	75.91	67.12
Saskatchewan	1,977,300	1,519,000	1,228,000	1,069,300	100.00	76.80	62.08	54.08
Alberta	2,323,700	1,675,000	1,391,000	1,465,300	100.00	72.09	59.87	63.05
British Columbia (a)	4,166,800	3,600,900	2,794,300	2,552,700	100.00	86.42	67.06	61.26

(a) Includes Yukon and Northwest Territories.

Table 4.--CANADA - Motion Picture Theatres With Annual Receipts of Less Than \$5,000, by Provinces, 1930 and 1933 Compared

Province	1930		1933	
	Number of Theatres	Receipts \$	Number of Theatres	Receipts \$
Canada, Total	267	545,900	324	386,900
Prince Edward Island	2	5,000	1	1,100
Nova Scotia	20	31,000	7	11,900
New Brunswick	14	24,000	7	19,300
Quebec	36	97,000	27	48,300
Ontario	51	112,000	30	69,100
Manitoba	26	59,000	23	27,100
Saskatchewan	66	110,000	88	72,500
Alberta	40	79,000	124	102,800
British Columbia (a)	12	28,900	17	34,800

(a) Includes Yukon and Northwest Territories.

Table 5.--Principal Statistics for Film Exchanges, Canada, 1930 and 1933

Year	Number of Exchanges	Employees		Salaries and Wages \$	Receipts \$	Stocks on hand, end of year (at cost) \$
		Male	Female			
1930	63	495	369	1,196,900	9,808,500	217,100
1933	57	404	312	931,300	6,609,500	72,500

Table 6.--Comparison of Receipts of Film Exchanges by Economic Divisions and by Years,
1930-1933

Economic Divisions	Total Receipts			Index of Receipts (1930 = 100)				
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Canada, Total	9,808,500	9,166,000	7,768,800	6,609,500	100.00	92.13	79.20	67.39
Maritime Provinces	801,200	708,800	582,200	421,700	100.00	88.47	72.67	52.63
Quebec	2,731,300	2,569,500	2,235,100	2,022,100	100.00	94.08	81.76	74.03
Ontario	3,451,000	3,385,200	2,984,600	2,494,900	100.00	98.09	86.49	72.29
Prairie Provinces	1,887,500	1,620,500	1,296,000	1,069,800	100.00	85.85	68.66	56.68
British Columbia	937,500	882,000	672,900	601,000	100.00	94.07	71.78	64.11

Table 4.--Principal Statistics for Film Exchanges, Canada, 1930, 1933 and 1934

Year	Number of Exchanges	Employees		Salaries and Wages	Receipts	Stocks on hand, end of year (at cost)
		Male	Female			
1930	63	432(1)	314(1)	1,196,900	9,808,500	217,100
1933	63	348	255	904,400	6,966,200	129,900
1934	64	362	243	973,900	7,618,700	120,700
Percentage change, 1934/1933				+ 7.7%	+ 9.4%	

(1) Revised.

Table 5.--Comparison of Receipts of Film Exchanges by Economic Divisions and by Years, 1930 - 1934

Economic Division	Total Receipts					Index of Receipts (1930 = 100)				% of Change 1933-1934	
	1930	1931	1932	1933	1934	1930	1931	1932	1933		1934
CANADA, Total	2,808,500	2,230,700	7,989,400	6,966,200	7,618,700	100.0	94.1	81.5	71.0	77.7	+ 9.4
Maritime Provinces . .	801,200	713,100	592,900	439,900	474,300	100.0	89.0	74.0	54.9	59.2	+ 7.8
Quebec	2,731,300	2,597,500	2,318,900	2,144,900	2,338,100	100.0	95.1	84.9	78.5	85.6	+ 9.0
Ontario	3,451,000	3,395,800	3,054,100	2,636,500	2,868,600	100.0	98.4	88.5	76.4	83.1	+ 8.8
Prairie Provinces . . .	1,887,500	1,640,200	1,340,100	1,130,500	1,243,600	100.0	86.9	71.0	59.9	65.9	+10.0
British Columbia	937,500	881,200	683,400	614,400	694,100	100.0	94.3	72.9	65.5	74.0	+13.0

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE STATISTICS

1935



Published by Authority of the HON. W. D. EULER, M.P.,
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MOTION PICTURE STATISTICS

1935

Table of Contents

	<u>Page</u>
Summary	2
Per capita expenditures at motion picture theatres	3
Trend in Motion Picture Theatre Receipts	5
Motion Picture Statistics by Cities	6
Distribution of Motion Picture Theatres by Economic Divisions and Size of Locality	6
Distribution of Motion Picture Theatres According to Number of Days in Operation Each Week	7
Distribution of Theatres According to Size of Locality and Number of Programs Per Day	7
Distribution of Theatres According to Amount of Annual Receipts ..	8
Ratios of Average Attendance Per Program to Seating Capacity of Theatres	8
Film Exchanges	10

List of Tables

Table 1.--Summary of Motion Picture Theatre Statistics, 1935	11
Table 2.--Motion Picture Theatre Receipts by Provinces and by Years, 1930 and 1933 to 1935	12
Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1935	13
Table 4.--Distribution of Population and of Motion Picture Theatres by Economic Divisions and by Size of Locality, 1935	14
Table 5.--Distribution of Motion Picture Theatres According to Number of Days in Operation Each Week, for Theatres Located in Places of Less Than 10,000 Population, by Economic Divisions, 1935	16
Table 6.--Motion Picture Theatres Classified According to Number of Programs Per Day, Canada, 1935	17
Table 7.--Distribution of Motion Picture Theatres by Size of Locality and Economic Divisions, and According to Number of Programs Per Day, 1935	18
Table 8.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1935	20
Table 9.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts and Number of Programs Per Day, 1935	22
Table 10.--Principal Statistics for Film Exchanges, Canada, 1930 and 1933 to 1935	23

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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats; LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

MOTION PICTURE STATISTICS, 1935

Summary

Attendance and gross receipts for motion picture theatres in Canada showed substantial increases in 1935 over 1934 according to returns secured from all cinemas in the country for the annual Census of Merchandising and Service Establishments. There were 856 motion picture houses in Canada in 1935 with a total of 116,976,500 paid admissions and \$27,173,400 receipts (exclusive of amusement taxes) compared with 799 theatres with 107,718,000 admissions and \$25,338,100 receipts in 1934. The number of theatres increased by 7 per cent and admissions were up by 9 per cent. Receipts, although 7 per cent greater in 1935 than in the preceding year, were still almost 30 per cent below the amount recorded in 1930. The average admission price (exclusive of amusement taxes) was 23.2 cents in 1935 compared with 23.5 cents in 1934. Seating capacity of the 856 theatres in Canada in 1935 totalled 525,317 so that, on the average, there is one motion picture house for every 12,800 persons in the country and one cinema seat for every 21 persons. The 856 theatres required the services of 6,025 persons, of whom 4,571 were male and 1,454 were female. Salaries and wages paid to these employees totalled \$4,826,600 in 1935, an increase of 12.5 per cent over the corresponding figure for 1934.

Increases over 1934 in both admissions and receipts, while generally reported, varied considerably in extent in different sections; percentage changes in admissions for the various provinces are as follows: New Brunswick, +25.0 p.c.; Nova Scotia, +20.1 p.c.; Saskatchewan, +12.4 p.c.; British Columbia, +12.4 p.c.; Prince Edward Island, +11.8 p.c.; Alberta, +11.2 p.c.; Manitoba, +9.2 p.c.; Quebec, +6.2 p.c., and Ontario, +6.0 p.c.

Attendance at motion picture houses depends, to a large extent, upon convenience. It is, therefore, natural to find more admissions per capita and greater per capita expenditures at cinemas in cities and towns than in the smaller localities. Approximately 22 per cent of the country's population live in places of 100,000 population or more. These centres contain almost 30 per cent of the theatres and account for more than 50 per cent of the admissions and receipts. On the other hand, almost 63 per cent of the population live in places of less than 10,000 and these, while containing 53 per cent of the motion picture houses, account for only 16 per cent of the total admissions and 18 per cent of the total receipts. It must be remembered, of course, that dwellers in one size of locality class may, and do, attend motion picture houses situated in another. Since all admissions and receipts must, of nec-

Note: Motion picture theatre receipts as shown in this report relate to gross box office receipts less the amounts paid to the different provincial governments in amusement taxes. Such figures, of course, give no indication of the earnings or profits of motion picture houses. No operating or overhead expenses have been deducted.

essity, be attributed to the locality in which the theatre is situated rather than spread over the territory from which the attendance is drawn, the figures quoted above and also those given in other parts of this report exaggerate to some extent the per capita attendance and admissions in the larger centres and underestimate the per capita expenditure and number of admissions at motion picture houses of dwellers in the smaller places.

Although practically all theatres in the larger places are open for 6 days every week (or 7 days in Quebec province), there are many houses in the smaller localities which open only on certain days each week upon which it is known that the potential attendance is greatest. Of the 445 motion picture houses located in places of less than 10,000 population in Canada, slightly more than 50 per cent were open throughout the week. These accounted for approximately 80 per cent of the total admissions and receipts for all theatres in places of this size. There were 39 theatres open for only one day each week, 61 for 2 days, 76 for from three to five days and there were 47 which stated no regular days of operation and which have been classified as "intermittent". Included with the intermittent type are 18 itinerant shows which go from place to place with movable equipment.

Theatres also differ greatly in the number of complete programs that are shown each day. By the term "complete program" as used in this report, is meant the entire entertainment including all films exhibited between the showing of one picture and the showing of that same picture again. A classification on this basis shows that more motion picture houses operate on the two complete program per day basis than on any other. Of the 856 theatres in the country, 279 or 32.6 per cent gave two programs per day; 201 or 23.5 per cent gave one program only, while 152 houses or 17.8 per cent of the total gave three complete programs. There were 96 theatres each with four or more programs each day and these, while forming only 11.2 per cent of the total number of houses, accounted for 33.7 per cent of all cinema admissions and 37.0 per cent of all cinema receipts. Theatres showing one and one-half, two and a half, or three and a half complete programs each day, in which one part of the program (usually the feature) is repeated more frequently than the rest, numbered 81 or 9.4 per cent of the total and these accounted for 11.2 per cent of the total admissions and 10.6 per cent of the total receipts.

Motion picture houses also differ greatly in size, whether the basis of classification be the amount of annual receipts, number of admissions or seating capacity. Annual receipts of less than \$5,000 each were secured by almost 23 per cent of the total number of cinemas and these accounted for only 1.6 per cent of the total admissions and receipts. There were 48 large theatres forming about 6 per cent of the total number which had annual receipts exceeding \$100,000 each and these accounted for about 24 per cent of the total number of admissions and 31 per cent of the total receipts.

Per Capita Expenditures

The average per capita expenditure on motion picture entertainment (exclusive of amusement taxes) in 1935 was \$2.48 compared with \$2.34 in 1934 and \$3.77 in 1930. The highest average per capita expenditure in 1935 was in British Columbia with \$4.14 per capita and the lowest in Prince Edward Island where the average was \$1.02 per capita. The per capita figures, based on estimated total population for the period 1930 to 1935 are as follows:

Per Capita Expenditures on Motion Picture Entertainment
(Exclusive of amusement taxes)

	<u>1930</u>	<u>1931</u>	<u>1932</u>	<u>1933</u>	<u>1934</u>	<u>1935</u>
	\$	\$	\$	\$	\$	\$
Prince Edward Island	2.14	1.56	1.12	0.96	0.96	1.02
Nova Scotia	3.53	2.67	2.09	1.79	1.80	2.10
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64
Quebec	2.94	2.69	2.26	1.86	1.77	1.88
Ontario	4.70	4.29	3.68	3.08	3.11	3.18
Manitoba	3.94	3.41	2.90	2.56	2.53	2.66
Saskatchewan	2.19	1.65	1.32	1.12	1.18	1.26
Alberta	3.28	2.29	1.88	1.92	1.94	2.21
British Columbia	6.05	5.09	3.89	3.52	3.68	4.14
CANADA	3.77	3.28	2.73	2.33	2.34	2.48

Since attendance at motion pictures depends, to a large extent, upon convenience, it would tend to be higher in those provinces with large urban populations than in provinces where a large part of the population lives in rural communities where theatres are not close at hand. The per capita expenditures on motion pictures are also affected by the rates of admission, age distribution of the population, regulations governing admission of juveniles to theatres, etc.

A comparison of per capita expenditure at motion picture houses and per capita retail sales for the several provinces is shown below and the order of the provinces in respect of both series is seen to be the same. Per capita retail sales for any province are determined by several factors: proportions of urban and rural population, proximity of rural areas to marketing centres, occupational constitution and age distribution of the population as well as social habits and the general level of economic conditions.

Per Capita Expenditure at Motion Picture Theatres and Per Capita Retail Sales, by Provinces, 1935

Province	Per Capita Expenditures at Motion Picture Houses		Per Capita Retail Sales		Ratio of Per Capita Expenditure at Motion Picture Houses to Per Capita Sales
	Amount	Order	Amount	Order	Per cent
	\$		\$		
Prince Edward Island	1.02	1	111	1	.92
Saskatchewan	1.26	2	128	2	.98
New Brunswick	1.64	3	143	3	1.15
Quebec	1.88	4	151	4	1.25
Nova Scotia	2.10	5	153	5	1.37
Alberta	2.21	6	168	6	1.32
Manitoba	2.66	7	193	7	1.38
Ontario	3.18	8	231	8	1.38
British Columbia ...	4.14	9	253	9	1.64
CANADA	2.45	-	186	-	1.32

The ratio of per capita expenditure at motion picture houses to per capital retail sales is shown in the last column and is seen to increase as the per capita sales increase, varying from a minimum of .92 per cent in Prince Edward Island to a

maximum of 1.64 per cent in British Columbia.

As has already been mentioned, the value of receipts reported by theatres does not include the amounts paid in amusement taxes. In all provinces, except Saskatchewan, provincial amusement taxes are levied although generally low-priced tickets are exempt from the tax. In Saskatchewan, amusement taxes are levied in some municipalities. Provincial authorities report the following revenues from amusement taxes on theatre tickets in 1934 and 1935:

	<u>1934</u>	<u>1935</u>
	\$	\$
Prince Edward Island(1)	5,535	5,384
Nova Scotia(2)	126,428	171,709
New Brunswick(2)	68,525	60,490
Quebec(3)	1,224,163	1,087,560
Ontario(2)	527,398	1,781,366
Manitoba(1)	46,400	65,000
Saskatchewan	—	—
Alberta(1)	119,665	124,960
British Columbia(1)	146,545	152,255

(1) Calendar year (In Prince Edward Island fiscal year is the calendar year).

(2) Fiscal year.

(3) Fiscal year, includes revenue from other places of amusements and sports events.

It is not possible to compare the figures shown above for amusement taxes and theatre receipts as some of the revenue figures relate to fiscal years and, in some cases, cover taxes from other places of amusement. The large increase in revenue shown for Ontario was due to a revision in the tax schedule.

Trend in Motion Picture Theatre Receipts

Motion picture theatre receipts in Canada (exclusive of amusement taxes) declined from \$38,479,500 in 1930 to 64.7 per cent of that amount or \$24,897,100 in 1933. A slight increase of 1.5 per cent in 1934, followed by a more substantial increase of 7.2 per cent in 1935 brought the total for the latter year to \$27,173,400 or 70.6 per cent of the 1930 figure.

Considerable interest attaches to a comparison of trends in motion picture receipts and value of retail sales over the period 1930 to 1935 as reflected in annual indexes of the two series on the base 1930 equals 100. While cinema receipts fell off less rapidly during the earlier years of the depression than did the value of retail trade, both series stood at about the same level in 1933 when compared with 1930 as reflected in indexes of 64.7 and 64.4 respectively. The recovery in retail trade since 1933 has exceeded that for cinema receipts, amounting to 15 per cent for the former compared with 9 per cent for the latter and bringing indexes for 1935 for the two series on the base 1930 equals 100 to 73.9 and 70.6. The greater increase in retail sales occurred between 1933 and 1934. On the other hand, motion picture receipts increased but slightly in 1934 but showed considerable expansion in 1935.

A comparison of the trend in motion picture receipts in the different economic divisions of the country shows that during the interval 1930 to 1933 receipts fell off most in the Maritime Provinces and least in Ontario. In 1935, re-

ceipts, relative to 1930, were highest in British Columbia and still lowest in the Maritimes. Indexes of cinema receipts and of the value of retail sales for each of the five economic divisions are shown below. While in most cases the two trends parallel each other closely, cinema receipts in the Maritime Provinces are seen to fall off to a much greater degree than retail sales.

Indexes of Cinema Receipts (Exclusive of Amusement Taxes)
and Retail Sales

	<u>1930</u>	<u>1933</u>	<u>1935</u>
CANADA --			
Cinema receipts	100	64.7	70.6
Retail sales	100	64.4	73.9
Maritime Provinces --			
Cinema receipts	100	50.9	61.3
Retail sales	100	65.5	76.7
Quebec --			
Cinema receipts	100	66.4	69.3
Retail sales	100	64.7	70.9
Ontario --			
Cinema receipts	100	68.9	73.4
Retail sales	100	66.9	77.1
Prairie Provinces --			
Cinema receipts	100	61.3	67.7
Retail sales	100	60.0	69.4
British Columbia --			
Cinema receipts	100	61.3	74.4
Retail sales	100	62.2	75.3

Motion Picture Statistics by Cities

In point of view of number of theatres and value of receipts, Toronto occupies the leading position in the motion picture theatre business in Canada. There were 95 theatres in this city in 1935 and these had 20,362,200 paid admissions and \$4,771,700 receipts. Montreal (including Lachine, Verdun, Westmount and Outremont) had 61 theatres with 20,744,600 admissions and \$4,535,400 receipts. The smaller number of admissions but larger receipts in Toronto as compared with Montreal reflects the difference in the average admission price of 23.4 cents and 21.9 cents for the two cities. Vancouver came third with 31 theatres, 8,640,700 admissions and \$1,765,000 receipts, while Winnipeg was fourth with 27 theatres, 6,727,000 admissions and \$1,511,900 receipts. All but two of the cities for which figures are shown in Table 3 reported increased admissions in 1935 over 1934; all but six reported increased receipts. Twelve cities reported a greater increase in admissions than in receipts, indicating a reduction in the average admission price. Six cities reported relative figures for admissions and receipts indicating an increase in average admission price.

Distribution of Motion Picture Theatres by Economic Divisions
and Size of Locality

Ontario, with 33.1 per cent of the country's population, contains 35.4 per cent of all the motion picture houses and these account for 41.5 per cent of the total admissions and 42.9 per cent of the total receipts. British Columbia (including the Yukon and Northwest Territories) has 6.8 per cent of the population, 11.2 per cent of the theatres, 11.9 per cent of the admissions and 11.4 per cent of the receipts. The proportions of the total admissions or total theatre receipts attribu-

table to each of the other economic divisions are less than their corresponding proportions of the total population. Table 4 presents a classification of theatres to show the number of houses, number of admissions and value of receipts for each of the five economic divisions and then for places in each division classified according to population. The concentration of the motion picture business in the larger centres, evident in all economic divisions, is especially noteworthy in Quebec, where places of 100,000 population or more contain 33.0 per cent of the province's population, 52.6 per cent of the motion picture theatres, and these account for 87.4 per cent of the admissions and 85.6 per cent of the receipts.

Distribution of Motion Picture Theatres According to Number of Days in Operation Each Week

Theatres are allowed to remain open on Sunday in Canada in Quebec province only. Of the 137 theatres in that province in 1935, 102 were open 7 days in the week, 7 for 6 days and the remainder for fewer than 6 days. The proportion remaining open 7 days in the week is, of course, much greater in the larger centres; in fact all but three of the 91 theatres located in places of 100,000 population or more in Quebec province remained open every day.

Theatres operating for fewer than 6 days in the week are confined almost entirely to the smaller localities. Only 6 theatres in the Dominion and located in places of 10,000 population or more are open for fewer than 6 days each week. In the smaller localities, however, where potential admissions vary widely in the week, due to the inflow of persons from the rural areas on market days, the part-time theatre is of considerable importance. A distribution of the theatres in places of less than 10,000 population, classified according to number of days in operation each week, is given in Table 5.

Distribution of Theatres According to Size of Locality and Number of Programs Per Day

The number of programs which cinemas show each day varies greatly for different sizes of locality. The type of theatre showing one complete program per day is most common in the smaller centres; 43.2 per cent of all cinemas in places of less than 10,000 population show either one or one and one-half complete programs per day of operation. The number of theatres in such localities which show 2 or $2\frac{1}{2}$ complete programs is only slightly smaller, forming 38.0 per cent of the total number and accounting for more than 50 per cent of the total admissions and receipts in such localities. Theatres with three or more complete programs per day form the largest proportion of the total number in medium-sized cities, 78 per cent of all theatres in places of from 30,000 to 100,000 and 76 per cent of all theatres in places of from 10,000 to 30,000 population falling into this class. The proportion of theatres in the large cities of 100,000 population or over which show three or more complete programs per day is lower than in the medium-sized cities due to the presence of a considerable number of neighbourhood theatres showing 2 or $2\frac{1}{2}$ programs per day.

Theatres are classified according to size of locality and by economic division and also according to the number of complete programs per day in Table 7 and it will be noted that average annual receipts per theatre vary directly as the number of programs; that is to say, the larger theatres have more shows per day than the smaller houses. This holds true for all size-of-locality classes.

Distribution of Theatres According to Amount of Annual Receipts

Approximately one-third of all the motion picture houses in Canada had annual receipts of less than \$10,000 each in 1935 and these accounted for only 4.1 per cent of the total admissions and receipts. Another third of the total number had annual receipts of from \$10,000 to \$29,999 each and these accounted for 22.6 per cent of the total admissions and 19.3 per cent of the receipts. The remaining third of the picture houses, each with annual receipts of \$30,000 or more, accounted for 73.3 per cent of the admissions and 78.6 per cent of the receipts. There were 108 small theatres with receipts of less than \$2,500 each and there were 13 large establishments each with annual receipts of \$200,000 or more.

The proportion of small theatres to the total number varies widely for the different economic divisions, being smallest in Ontario and greatest in the Prairie Provinces. In Table 8 motion picture houses in each economic division are classified on the basis of annual receipts. In addition to presenting data for receipts, admissions and seating capacity, the average admission price for each size class is also shown, and it will be noted that in all economic divisions the average admission price is greatest for the very small and for the very large theatres and is smallest for the medium-sized houses.

In Table 9 motion picture houses are classified both on the basis of annual receipts and also according to the number of programs per day. The relationship between the two factors is clearly seen, theatres of less than \$2,500 annual receipts being confined to those with one or one and one half programs per day or to intermittent shows, while all large theatres with \$100,000 annual receipts or more have at least three complete programs each day.

Ratios of Average Attendance Per Program to Seating Capacity of Theatres

The ratio which the average attendance per program for any theatre bears to its seating capacity provides a measure of its standard of performance under the conditions and policy under which it is operating. A full house at every program, in which case the ratio of attendance to seating capacity would be one (unity), would indicate a maximum standard of performance. A ratio of less than unity would indicate, of course, that each seat was not filled for every program. This ratio then provides a measure of the degree to which the total seating capacity of a theatre is utilized by the public.

Each theatre (excepting intermittent shows) reported the number of complete programs it showed each day, the number of days in operation per week and the number of weeks in operation per year. The number of complete programs which each theatre showed per year could thus be calculated. Omitting the intermittent shows, there were 809 theatres in Canada in 1935 with a total of 522,455 programs and 116,436,300 paid admissions. On the average, then, there were 223 paid admissions for every complete program. The total seating capacity of the 809 theatres was 517,746 or the average seating capacity per theatre was 640 seats. Then the average number of admissions per program was 223 and the average seating capacity was 640; the ratio of the two figures or .35 is a measure of the standard of performance of motion picture theatres in relation to a maximum standard of one.

Considerable interest attaches to an examination of this ratio for theatres operating under various conditions as to size of locality, seating capacity of house and number of performances per day. For a given size of locality and a given seating capacity of theatre, the ratio is found to vary inversely as the number of programs per day, being greatest for those houses with a small number of shows per

day and smallest for houses with a larger number of complete programs each day. For a given size of locality and a given number of programs per day, the ratio of attendance to seating capacity is found to vary inversely as the seating capacity of the theatre, being greatest for small theatres and smallest for the larger houses. And for a given seating capacity and given number of programs per day the ratio is found to vary directly as the size of locality in which the theatre is located, being greatest in the larger centres and least in the smaller places. The ratio of attendance per program to seating capacity, therefore, varies directly as the size of locality and inversely with the seating capacity of the theatre and the number of programs that it shows each day.

The highest ratios will, therefore, be found in the largest localities and amongst those theatres with small seating capacity and a small number of programs per day. The lowest ratios will be found in the smallest localities and in those theatres with the largest seating capacity and the greatest number of programs per day. The 809 theatres whose reports could be used for this analysis were classified, first, according to size of locality in which situated, secondly, according to seating capacity and, then, according to the number of programs shown each day. Ratios of average attendance per program to seating capacity were worked out for each group in a manner similar to that explained for the 809 theatres as a whole and the results are shown in the table presented below.

In comparison with an average figure of .35 for all theatres as a whole, the ratio is seen to be greatest (.71) for a group of theatres in places of more than 100,000 population, each having seating accommodation of between 400 and 799 seats and having one or one and one-half complete programs per day. The lowest ratio (.18) is found for a group of theatres having fewer than 400 seats each, located in places of less than 10,000 population and showing 3 or $3\frac{1}{2}$ complete programs per day.

It is recognized that other factors affect the operating results of theatres in addition to the three whose effects have been studied here. Nor does the efficiency of operation depend upon the ratio of admissions to seating capacity alone. But, as previously stated, considerable interest attaches to the very definite way in which this ratio varies with the size of locality, seating capacity and number of programs per day.

Ratios of Average Attendance Per Complete Program to Seating Capacity
for Theatres Classified According to Size of Locality,
Seating Capacity and Number of Complete Programs Per Day

Size of Locality and Seating Capacity	All Theatres, Total	Number of Programs Per Day			
		1 or 1½	2 or 2½	3 or 3½	4 & over
All Localities: Total35	.47	.31	.27	.25
Seating capacity, less than 40032	.40	.25	.27	-
400 - 79931	.44	.30	.29	.29
800 and over27	.32	.33	.25	.25
Places of 100,000 population or more: Total33	.70	.37	.28	.25
Seating capacity, less than 40051	-	.54	-	-
400 - 79936	.71	.38	.33	.31
800 and over28	-	.35	.26	.24
Places of 10,000 - 99,999: Total27	.29	.30	.26	.26
Seating capacity, less than 40032	-	.24	-	-
400 - 79930	.40	.32	.29	.28
800 and over25	.23	-	.25	.26
Places of less than 10,000: Total29	.39	.23	.23	-
Seating capacity, less than 40028	.39	.21	.18	-
400 - 79925	.32	.23	.23	-
800 and over20	-	.20	.21	-

Film Exchanges

Film exchanges are the agencies through which motion picture theatres are supplied with a constant change of films. They are considered as wholesale establishments but their function differs from that of wholesale merchants in that the products handled by film exchanges are not sold outright but rented to the exhibitors. Most of the revenue of film exchanges is derived from the "rentals" charged for the use of films in motion picture theatres.

There were 61 film exchanges in Canada in 1935 whose total receipts were \$7,106,600 or 6.2 per cent greater than the amount reported by 60 exchanges for 1934. The increase in film exchange receipts parallels that for motion picture theatres themselves, whose annual receipts were 7.2 per cent greater in 1935 than in 1934. The index of film exchange receipts for 1935 on the base 1930 equals 100 stands at 78.6. The 61 film exchanges operating in 1935 required the services of 358 male and 249 female employees to whom \$953,700 were paid in salaries and wages.

Table 1.--Summary of Motion Picture Theatre Statistics, 1935

Province	Number of Theatres	Number of Employees		Salaries and Wages \$	Receipts (1) \$
		Male	Female		
CANADA	856	4,571	1,454	4,826,600	27,173,400
Prince Edward Island	4	13	10	10,100	90,900
Nova Scotia	50	202	78	181,300	1,104,100
New Brunswick	32	129	55	115,500	703,100
Quebec	137	947	278	871,200	5,756,500
Ontario	303	1,905	505	2,092,000	11,670,500
Manitoba	68	321	163	342,600	1,889,000
Saskatchewan	81	238	55	215,600	1,169,100
Alberta	85	336	67	337,200	1,688,700
British Columbia(2)	96	480	243	661,100	3,101,500

(1) Not including amusement taxes.

(2) Includes Yukon and Northwest Territories.

Table 2. Motion Picture Theatre Receipts by Provinces and by Years, 1930 and 1933 to 1935

Province	Total Receipts					Index of Receipts (1930 = 100)				
	1930	1933	1934(1)	1935	1930	1931	1932	1933	1934(1)	1935
	\$	\$	\$	\$						
CANADA, Total ..	38,479,500	24,897,100	25,338,100	27,173,400	100.0	88.4	74.7	64.7	65.8	70.6
Prince Edward Island.	188,300	85,700	85,300	90,900	100.0	72.8	53.1	45.5	45.3	48.3
Nova Scotia	1,814,500	933,300	946,400	1,104,100	100.0	75.6	59.7	51.4	52.2	60.8
New Brunswick	1,093,400	556,500	598,600	703,100	100.0	80.7	64.8	50.9	54.7	64.3
Quebec	8,301,800	5,510,500	5,332,400	5,756,500	100.0	93.1	79.1	66.4	64.2	69.3
Ontario	15,900,900	10,960,200	11,290,400	11,670,500	100.0	92.5	80.5	68.9	71.0	73.4
Manitoba	2,712,800	1,818,400	1,795,700	1,889,000	100.0	88.0	75.9	67.0	66.2	69.6
Saskatchewan	1,977,300	1,046,600	1,103,100	1,169,100	100.0	76.8	62.1	52.9	55.8	59.1
Alberta	2,323,700	1,433,200	1,464,000	1,688,700	100.0	72.1	59.9	61.7	63.0	72.7
British Columbia(2) .	4,166,800	2,552,700	2,722,200	3,101,500	100.0	86.4	67.1	61.3	65.3	74.4

(1) Revised.

(2) Includes Yukon and Northwest Territories.

Province or City	Number of Theatres		Seating Capacity		Receipts(1)		%		Admissions		Average price(3)
	1934 1935		1935		1934 (2)		1935		1934		
					\$		\$		change		
CANADA	799	856	525,317		25,338,100	27,173,400	+ 7.2	107,718,000	116,976,500	+ 8.6	23.2
Prince Edward Island	4	4	2,148		85,300	90,900	+ 6.6	296,000	330,700	+11.8	27.5
Nova Scotia	46	50	28,325		946,400	1,104,100	+16.7	4,325,000	5,194,400	+20.1	21.3
Halifax	7	7	6,410		374,300	395,900	+ 5.8	1,809,000	1,944,800	+ 7.5	20.4
Other Places	39	43	21,915		572,100	708,200	+23.8	2,516,000	3,249,600	+29.2	21.8
New Brunswick	31	32	17,526		598,600	703,100	+17.5	2,576,000	3,218,900	+25.0	21.8
St. John	6	7	6,528		242,600	299,100	+23.3	1,118,000	1,485,600	+32.9	20.1
Other Places	25	25	10,998		356,000	404,000	+13.5	1,458,000	1,733,300	+18.9	23.3
Quebec	133	137	102,651		5,332,400	5,756,500	+ 8.0	24,466,000	25,988,800	+ 6.2	22.1
Montreal(4)	61	61	65,893		4,226,400	4,535,400	+ 7.3	19,908,000	20,744,600	+ 4.2	21.9
Quebec	11	11	8,566		410,800	391,400	- 4.7	1,896,000	1,979,700	+ 4.4	19.8
Three Rivers	5	5	4,079		100,700	105,900	+ 5.2	410,000	479,600	+17.1	22.1
Other Places(4)	56	60	24,113		594,500	723,800	+21.7	2,252,000	2,784,900	+23.7	26.0
Ontario	286	303	214,187		11,290,400	11,670,500	+ 3.4	5,747,000	48,499,800	+ 6.0	24.1
Toronto	89	95	76,706		4,778,500	4,771,700	- .1	19,242,000	20,362,200	+ 5.8	23.4
Hamilton	17	19	17,778		805,500	843,800	+ 4.8	3,698,000	3,997,800	+ 8.1	21.1
Ottawa	11	12	11,710		340,900	337,100	- .5	3,346,000	3,752,400	+12.1	22.3
London	5	6	6,947		445,500	443,600	+ .1	1,701,000	1,627,400	- 4.4	27.3
Windsor	6	6	5,886		316,900	362,500	+14.4	1,492,000	1,668,000	+11.8	21.7
Other Places	158	165	95,160		4,105,300	4,411,800	+ 7.5	16,268,000	17,092,000	+ 5.1	25.8
Manitoba	60	68	39,224		1,795,700	1,889,000	+ 5.2	7,785,000	8,503,300	+ 9.2	22.2
Winnipeg	26	27	24,160		1,417,700	1,511,900	+ 6.6	6,066,000	6,727,000	+10.9	22.5
Other Places	34	41	15,064		378,000	377,100	- .2	1,719,000	1,776,300	+ 3.3	21.2
Saskatchewan	80	81	29,931		1,103,100	1,169,100	+ 6.0	4,170,000	4,685,000	+12.4	25.0
Regina	4	4	3,946		314,500	310,800	- 1.2	1,124,000	1,179,500	+ 5.0	26.4
Saskatoon	6	6	4,991		257,500	271,000	+ 5.2	1,044,000	1,233,900	+18.2	22.0
Moose Jaw	3	3	1,952		119,300	115,000	- 3.6	499,000	494,200	- 1.0	23.3
Other Places	67	68	19,042		411,800	472,300	+14.7	1,503,000	1,777,400	+18.2	26.6

See footnotes at end of table.

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1935
(Continued) --

Province or City	Number of Theatres		Seating Capacity, 1935	Receipts(1)		Admissions		Average price(3) ¢		
	1934	1935		1934(2)	1935	% change	1934		1935	
										\$
Alberta	80	85	33,905	1,464,000	1,688,700	+15.3	5,896,000	6,557,400	+11.2	25.8
Calgary	8	9	8,088	452,300	528,300	+16.8	1,953,000	2,176,300	+11.4	24.3
Edmonton	8	8	6,515	505,300	590,900	+16.9	2,087,000	2,313,000	+10.8	25.5
Other Places	64	68	19,302	506,400	569,500	+12.5	1,856,000	2,068,100	+11.4	27.5
British Columbia(5) ..	79	96	57,420	2,722,200	3,101,500	+13.9	12,457,000	13,998,200	+12.4	22.2
Vancouver	26	31	29,380	1,563,800	1,765,000	+12.4	7,752,000	8,640,700	+11.5	20.4
Victoria	5	6	5,790	330,900	359,200	+ 8.6	1,533,000	1,704,900	+11.2	21.1
Other Places	48	59	22,250	821,500	977,300	+19.0	3,172,000	3,652,600	+15.2	26.8

(1) Not including amusement taxes.

(2) Revised figures.

(3) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(4) Includes Lachine, Verdun, Westmount and Outremont.

(5) Includes Yukon and Northwest Territories.

Table 4.--Distribution of Population and of Motion Picture Theatres by Economic Divisions and by Size of Locality, 1935

Economic Division	All Places, Total		Places Having A Population Of --					
	100,000 and over		30,000 - 100,000		10,000 - 30,000		Less than 10,000	
	No. or Amount	%	No. or Amount	%	No. or Amount	%	No. or Amount	%
CANADA --	10,376,786	100.0	2,328,175	22.4	696,680	6.7	846,520	8.2 6,505,411 62.7
Population.								
Theatres -								
Number ...	856	100.0	256	29.9	69	8.1	76	8.9 455 53.1
Receipts ...	\$27,173,400	100.0	\$14,656,300	53.9	\$4,014,500	14.8	\$3,623,100	13.3 \$4,879,500 18.0
Admissions	116,976,500	100.0	66,204,400	56.6	16,820,900	14.4	14,834,900	12.7 19,116,300 16.3

Table 4.--Distribution of Population and of Motion Picture Theatres by Economic Divisions
and by Size of Locality, 1935 (Continued) --

Economic Division	All Places, Total		Places Having A Population Of --										
	No. or Amount	%	100,000 and over		30,000 - 100,000		10,000 - 30,000		Less than 10,000				
			No. or Amount	%	No. or Amount	%	No. or Amount	%	No. or Amount	%			
Maritime													
Provinces --													
Population	1,009,103	9.7	100.0	--		106,789	10.6	76,845	7.6	825,469	81.8		
Theatres -													
Number	86	10.1	100.0	--	14	16.3		10	11.6	62	72.1		
Receipts	\$ 1,898,100	7.0	100.0	--	\$ 695,000	36.6		\$ 401,600	21.2	\$ 801,500	42.2		
Admissions	8,744,000	7.5	100.0	--	3,430,400	39.2		1,832,900	21.0	3,480,700	39.8		
Quebec --													
Population	2,874,255	27.7	100.0		949,171	33.0		247,306	8.6	1,581,583	55.0		
Theatres -													
Number	137	16.0	100.0		72	52.6		14	10.2	46	33.6		
Receipts	\$ 5,756,500	21.2	100.0		\$4,926,800	85.6		\$ 428,000	7.5	\$ 295,800	5.1		
Admissions	25,988,800	22.2	100.0		22,724,300	87.4		1,774,600	6.8	1,010,300	3.9		
Ontario --													
Population	3,431,683	33.1	100.0		913,626	26.6		426,370	12.4	1,896,531	55.3		
Theatres -													
Number	303	35.4	100.0		126	41.6		40	13.2	120	39.6		
Receipts	\$11,670,500	42.9	100.0		\$6,452,600	55.3		\$2,314,800	19.8	\$1,749,700	15.0		
Admissions	48,499,800	41.5	100.0		28,112,400	57.9		4,303,300	19.0	6,886,900	14.2		
Prairie													
Provinces --													
Population	2,353,529	22.7	100.0		218,785	9.3		78,475	3.3	1,796,811	76.4		
Theatres -													
Number	234	27.3	100.0		27	11.5		10	4.3	170	72.7		
Receipts	\$ 4,746,800	17.5	100.0		\$1,511,900	31.9		(X)	(X)	\$1,165,300	24.5		
Admissions	19,745,700	16.9	100.0		6,727,000	34.1		(X)	(X)	4,599,300	23.3		
British Columbia(1) --													
Population	708,216	6.8	100.0		246,593	34.8		39,082	2.5	405,017	57.2		
Theatres -													
Number	96	11.2	100.0		31	32.3		6	2.1	57	59.4		
Receipts	\$ 3,101,500	11.4	100.0		\$1,765,000	56.9		(X)	(X)	\$ 867,200	28.0		
Admissions	13,998,200	11.9	100.0		8,640,700	61.7		(X)	(X)	3,133,100	22.4		

(1) Includes Yukon and Northwest Territories.

An (X) indicates that figures are withheld to avoid disclosing individual operations.

Table 6. Motion Picture Theatres Classified According to Number of Programs Per Day, Canada, 1935

Number of Programs Per Day	Theatres		Admissions		Receipts	
	Number	%	Number	%	Amount \$	Average per theatre \$
All Theatres, Total	856	100.0	116,976,500	100.0	27,173,400	31,700
1	201	23.5	5,607,700	4.8	1,278,700	6,400
1½	26	3.0	1,361,300	1.2	303,500	11,700
2	279	32.6	27,576,700	23.6	5,873,700	21,100
2½	31	3.6	3,186,900	2.7	728,200	23,500
3	152	17.8	30,712,300	26.3	6,950,300	45,700
3½	24	2.8	8,570,600	7.3	1,861,400	77,600
4	75	8.8	31,156,000	26.6	7,733,000	103,100
5 and over	21	2.4	8,264,800	7.1	2,299,600	109,500
Intermittent	47	5.5	540,200	.4	145,000	3,100

Table 7 -- Distribution of Motion Picture Theatres by Size of Locality and Economic Divisions,
and According to Number of Programs Per Day, 1935

Economic Division and Size of Locality	All Theatres,				Theatres Classified According to Number of Programs Per Day								Intermittent and Itinerant Shows	
	Total Number or Amount	%	1 or 1½		2 or 2½		3 or 3½		4 and over					
			Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%				
CANADA --														
Number of theatres .	856	100.0	227	26.5	310	36.2	176	20.6	96	11.2			47	5.5
Total receipts	\$27,173,400	100.0	\$1,582,200	5.9	\$6,601,900	24.3	\$8,811,700	32.4	\$10,032,600	36.9	\$145,000	.5		
Total admissions . . .	116,976,500	100.0	6,969,000	6.0	30,763,600	26.3	39,282,900	33.6	39,420,800	33.7	540,200	.4		
Av. receipts per theatre	\$31,700		\$7,000		\$21,300		\$50,100		\$104,500		\$3,100			
Av. admission price.	\$23.2		\$22.7		\$21.5		\$22.4		\$25.5		\$26.8			
Places having a popula- tion of 100,000 or more--														
Number of theatres .	256	100.0	18	7.0	117	45.7	65	25.4	56	21.9				
Total receipts	\$14,656,300	100.0	\$384,100	2.6	\$3,585,600	24.5	\$3,673,900	25.1	\$7,012,700	47.8				
Total admissions . . .	66,204,400	100.0	2,229,000	3.4	18,705,800	28.2	18,706,100	28.3	26,563,500	40.1				
Av. receipts per theatre	\$57,300		\$21,300		\$30,600		\$56,500		\$125,200					
Av. admission price.	\$22.1		\$17.2		\$19.2		\$19.6		\$26.4					
30,000 - 100,000 --														
Number of theatres .	69	100.0	5	7.3	10	14.5	21	30.4	33	47.8				
Total receipts	\$4,014,500	100.0	\$31,700	.8	\$203,600	5.1	\$1,057,100	26.3	\$2,722,100	67.8				
Total admissions . . .	16,820,900	100.0	112,400	.7	895,200	5.3	4,432,300	26.3	11,381,000	67.7				
Av. receipts per theatre	\$58,200		\$6,300		\$20,400		\$50,300		\$82,500					
Av. admission price.	\$23.9		\$28.2		\$22.7		\$23.8		\$23.9					
10,000 - 30,000 --														
Number of theatres .	76	100.0	8	10.5	10	13.2	53	69.7	5	6.6				
Total receipts	\$3,623,100	100.0	\$145,200	4.0	\$293,700	8.1	(X)	(X)	(X)	(X)				
Total admissions . . .	14,834,900	100.0	643,700	4.3	1,328,900	9.0	(X)	(X)	(X)	(X)				
Av. receipts per theatre	\$47,700		\$18,200		\$29,400		(X)	(X)	(X)	(X)				
Av. admission price.	\$24.4		\$22.6		\$22.1		(X)	(X)	(X)	(X)				
Less than 10,000 --														
Number of theatres .	455	100.0	196	43.2	173	38.0	37	8.1	2	.4			47	10.3
Total receipts	\$4,879,500	100.0	\$1,021,200	20.9	\$2,519,000	51.6	(X)	(X)	(X)	(X)			\$145,000	3.0
Total admissions . . .	19,116,300	100.0	3,983,900	20.8	9,833,700	51.4	(X)	(X)	(X)	(X)			540,200	2.8
Av. receipts per theatre	\$10,700		\$5,200		\$14,600		(X)	(X)	(X)	(X)			\$3,100	
Av. admission price.	\$25.5		\$25.6		\$25.6		(X)	(X)	(X)	(X)			\$26.8	

Table 7.--Distribution of Motion Picture Theatres by Size of Locality and Economic Divisions,
and According to Number of Programs Per Day, 1935 (Continued) --

Economic Division and Size of Locality	All Theatres,		Theatres Classified According to Number of Programs Per Day								Intermittent and Itinerant Shows	
	Total Number or Amount	%	1 or 1½		2 or 2½		3 or 3½		4 and over		Number or Amount	%
			Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%		
Maritime Provinces -												
Number of theatres	86	100.0	26	30.2	21	24.4	30	34.9	8	9.3	1	1.2
Total receipts	\$ 1,898,100	100.0	\$ 142,000	7.5	\$ 294,600	15.5	(X)	(X)	(X)	(X)	(X)	(X)
Total admissions	8,744,000	100.0	642,300	7.3	1,340,900	15.3	(X)	(X)	(X)	(X)	(X)	(X)
Av. receipts per theatre	22,100		\$ 5,500		\$ 14,000		(X)	(X)	(X)	(X)	(X)	(X)
Av. admission price	¢21.7		¢22.1		¢22.0		(X)	(X)	(X)	(X)	(X)	(X)
Quebec -												
Number of theatres	137	100.0	36	26.3	23	16.8	61	44.5	13	9.5	4	2.9
Total receipts	\$ 5,756,500	100.0	\$ 250,500	4.4	\$ 431,500	7.5	\$3,347,200	58.1	\$1,722,000	29.9	\$ 5,300	1.
Total admissions	25,988,800	100.0	1,072,400	4.1	2,010,300	7.7	16,811,300	64.7	6,072,900	23.4	21,900	1.
Av. receipts per theatre	42,000		\$ 7,000		\$ 18,800		\$ 54,900		\$ 132,500		\$ 1,300	1.
Av. admission price	¢22.1		¢23.4		¢21.5		¢19.9		¢28.4		¢24.2	1.
Ontario -												
Number of theatres	303	100.0	38	12.5	171	56.4	68	22.5	23	7.6	3	1.0
Total receipts	\$ 11,670,500	100.0	\$ 456,800	3.9	\$4,069,000	34.9	\$3,802,500	32.6	(X)	(X)	(X)	(X)
Total admissions	48,499,800	100.0	2,399,400	4.9	19,154,500	39.5	15,228,800	31.4	(X)	(X)	(X)	(X)
Av. receipts per theatre	38,500		\$ 12,000		\$ 23,800		\$ 55,900		(X)	(X)	(X)	(X)
Av. admission price	¢24.1		¢19.0		¢21.2		¢25.0		(X)	(X)	(X)	(X)
Prairie Provinces -												
Number of theatres	234	100.0	98	41.9	59	25.2	11	4.7	33	14.1	33	14.1
Total receipts	\$ 4,746,800	100.0	\$ 484,400	10.2	\$1,018,100	21.4	\$ 388,500	8.2	\$2,733,000	57.6	\$122,800	2.6
Total admissions	19,745,700	100.0	1,843,100	9.3	4,707,800	23.9	1,598,700	8.1	11,132,400	56.4	463,700	2.3
Av. receipts per theatre	20,300		\$ 4,900		\$ 17,300		\$ 35,300		\$ 82,800		\$ 3,700	
Av. admission price	¢24.0		¢26.3		¢21.6		¢24.3		¢24.5		¢26.5	
British Columbia -												
Number of theatres	96	100.0	29	30.2	36	37.5	6	6.2	19	19.8	6	6.3
Total receipts	\$ 3,101,500	100.0	\$ 248,500	8.0	\$ 788,700	25.4	(X)	(X)	\$1,770,800	57.1	(X)	(X)
Total admissions	13,998,200	100.0	1,011,800	7.2	3,550,100	25.4	(X)	(X)	8,350,300	59.7	(X)	(X)
Av. receipts per theatre	32,300		\$ 8,600		\$ 21,900		(X)	(X)	\$ 93,200		(X)	(X)
Av. admission price	¢22.2		¢24.6		¢22.2		(X)	(X)	¢21.2		(X)	(X)

An (X) indicates that figures are withheld to avoid disclosing individual operations.

Table 8.---Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1935
(Itinerant Shows Not Included)

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price ¢
	Number	%	Amount \$	%	Number	%	Number	%	
CANADA	838	100.0	27,069,400	100.0	116,589,300	100.0	525,317	100.0	23.2
Less than \$2,500	108	12.9	138,400	.5	538,900	.5	26,754	5.1	25.7
\$2,500 - \$4,999	84	10.0	299,100	1.1	1,292,100	1.1	27,745	5.3	23.1
\$5,000 - \$9,999	94	11.2	681,000	2.5	2,955,900	2.5	34,588	6.6	23.0
\$10,000 - \$19,999	151	18.0	2,148,900	7.9	9,904,400	8.5	70,823	13.5	21.7
\$20,000 - \$29,999	125	14.9	3,092,200	11.4	16,491,400	14.1	75,707	14.4	18.8
\$30,000 - \$49,999	123	14.7	4,757,700	17.6	23,660,100	20.3	90,488	17.2	20.1
\$50,000 - \$99,999	105	12.5	7,500,500	27.7	33,412,600	28.7	112,459	21.4	22.4
\$100,000 - \$199,999	35	4.2	4,538,300	16.8	17,026,000	14.6	53,536	10.2	26.7
\$200,000 and over	13	1.6	3,913,300	14.5	11,307,900	9.7	33,217	6.3	34.6
Maritime Provinces	86	100.0	1,898,100	100.0	8,744,000	100.0	47,999	100.0	21.7
Less than \$2,500	13	15.1	20,100	1.1	84,800	1.0	3,727	7.8	23.7
\$2,500 - \$4,999	12	14.0	44,400	2.3	223,800	2.6	3,691	7.7	19.8
\$5,000 - \$9,999	8	9.3	56,900	3.0	296,900	3.4	3,610	7.5	19.2
\$10,000 - \$19,999	16	18.6	225,900	11.9	1,008,400	11.5	7,211	15.0	22.4
\$20,000 - \$29,999	13	15.1	305,600	16.1	1,598,700	18.3	8,010	16.7	19.1
\$30,000 - \$49,999	16	18.6	623,800	32.9	2,982,600	34.1	12,526	26.1	20.9
\$50,000 and over	8	9.3	621,400	32.7	2,548,800	29.1	9,224	19.2	24.4
Quebec	137	100.0	5,756,500	100.0	25,988,800	100.0	102,651	100.0	22.1
Less than \$2,500	19	13.9	24,200	.4	102,900	.4	4,433	4.3	23.5
\$2,500 - \$4,999	6	4.4	18,300	.3	76,100	.3	2,132	2.1	24.0
\$5,000 - \$9,999	13	9.5	89,700	1.6	415,500	1.6	4,744	4.6	21.6
\$10,000 - \$19,999	25	18.2	356,100	6.2	1,795,200	6.9	12,234	11.9	19.8
\$20,000 - \$29,999	18	13.1	459,800	8.0	3,028,600	11.7	10,958	10.7	15.2
\$30,000 - \$49,999	20	14.6	767,900	13.3	4,475,200	17.2	16,009	15.6	17.2
\$50,000 - \$99,999	24	17.5	1,804,900	31.4	8,870,400	34.1	28,635	27.9	20.3
\$100,000 - \$199,999	7	5.1	806,400	14.0	3,169,300	12.2	10,803	10.5	25.4
\$200,000 and over	5	3.7	1,429,200	24.8	4,055,600	15.6	12,703	12.4	35.2

Table 8. Distribution of Motion Picture Theatres According to Amount of Annual Receipts.

by Economic Divisions, 1935 (Continued)

(Itinerant Shows Not Included)

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price ¢
	Number	%	Amount \$	%	Number	%	Number	%	
Ontario	303	100.0	11,670,500	100.0	48,499,800	100.0	214,187	100.0	24.1
Less than \$2,500	5	1.7	5,700	(x)	21,100	(x)	2,577	1.2	27.0
\$2,500 - \$4,999	18	5.9	67,200	.6	282,600	.6	6,440	3.0	23.8
\$5,000 - \$9,999	33	10.9	242,000	2.1	1,012,800	2.1	11,757	5.5	23.9
\$10,000 - \$19,999	68	22.4	972,700	8.3	4,849,200	10.0	31,528	14.7	20.1
\$20,000 - \$29,999	62	20.5	1,543,300	13.2	7,544,100	15.6	37,183	17.4	20.5
\$30,000 - \$49,999	51	16.8	1,954,800	16.8	9,555,300	19.7	37,487	17.5	20.5
\$50,000 - \$99,999	47	15.5	3,430,300	29.4	13,872,600	28.6	52,334	24.4	24.7
\$100,000 and over	19	6.3	3,454,500	29.6	11,362,100	23.4	34,881	16.3	30.4
Prairie Provinces	219	100.0	4,650,500	100.0	19,380,300	100.0	103,060	100.0	24.0
Less than \$2,500	63	28.8	80,700	1.7	307,000	1.6	14,478	14.0	26.3
\$2,500 - \$4,999	32	14.6	112,200	2.4	457,400	2.4	8,787	8.5	24.5
\$5,000 - \$9,999	29	13.2	217,300	4.7	956,400	4.9	9,989	9.7	22.7
\$10,000 - \$19,999	30	13.7	421,400	9.1	1,594,500	8.2	14,264	13.8	26.4
\$20,000 - \$29,999	19	8.7	462,800	10.0	2,380,400	12.3	11,417	11.1	19.4
\$30,000 - \$49,999	19	8.7	725,100	15.6	3,445,700	17.8	12,752	12.4	21.0
\$50,000 - \$99,999	18	8.2	1,237,800	26.6	5,401,400	27.9	17,379	16.9	22.9
\$100,000 and over	9	4.1	1,393,200	29.9	4,837,500	24.9	13,994	13.6	28.8
British Columbia	93	100.0	3,093,800	100.0	13,976,400	100.0	57,420	100.0	22.1
Less than \$2,500	8	8.6	7,700	.2	23,100	.2	1,539	2.7	33.3
\$2,500 - \$4,999	16	17.2	57,000	1.8	252,200	1.8	6,695	11.7	22.6
\$5,000 - \$9,999	11	11.8	75,100	2.4	274,300	2.0	4,488	7.8	27.4
\$10,000 - \$19,999	12	12.9	172,800	5.6	657,100	4.7	5,586	9.7	26.3
\$20,000 - \$29,999	13	14.0	320,700	10.4	1,939,600	13.9	8,139	14.2	16.5
\$30,000 - \$49,999	17	18.3	686,100	22.2	3,201,300	22.9	11,714	20.4	21.4
\$50,000 and over	16	17.2	1,774,400	57.4	7,628,800	54.5	19,259	33.5	23.3

(x) Less than .1 per cent.

Table 9.---Distribution of Motion Picture Theatres According to Amount of Annual Receipts
and Number of Programs Per Day, 1935

(Itinerant Shows Not Included)

Economic Division and Amount of Annual Receipts	All Theatres, Total Number	Theatres Classified According to Number of Programs Each Day										Intermittent	
		1 or 1½		2 or 2½		3 or 3½		4 and over					
		Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	838	227	27.1	310	37.0	176	21.0	96	11.4	29	3.5		
Less than \$2,500	108	79	73.1	4	3.7	-	-	-	-	25	23.2		
\$2,500 - \$4,999	84	52	61.9	28	33.3	1	1.2	-	-	3	3.6		
\$5,000 - \$9,999	94	44	46.8	45	47.9	4	4.3	-	-	1	1.0		
\$10,000 - \$19,999	151	33	21.8	96	63.6	21	13.9	1	.7	-	-		
\$20,000 - \$29,999	125	11	8.8	71	56.8	32	25.6	11	8.8	-	-		
\$30,000 - \$49,999	123	8	6.5	47	38.2	50	40.7	18	14.6	-	-		
\$50,000 - \$99,999	105	-	-	19	18.1	56	53.3	30	28.6	-	-		
\$100,000 - \$199,999	35	-	-	-	-	10	28.6	25	71.4	-	-		
\$200,000 and over	13	-	-	-	-	2	15.4	11	84.6	-	-		

Table 10.--Principal Statistics for Film Exchanges, Canada,
1930 and 1933 to 1935

Year	Number of Exchanges	Number of Employees		Salaries and Wages \$	Receipts \$	Stocks on Hand, End of Year (at cost) \$	Accounts Outstanding, End of Year \$
		Male	Female				
1930 ...	59	372	291	1,074,700	9,046,300	162,700	
1933 ...	59	331	243	855,800	6,127,700	115,000	
1934 ...	60	344	230	923,400	6,692,900	103,200	
1935 ...	61	358	249	953,700	7,108,600	124,200	100,500

Canada
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 Minister of Trade and Commerce.

CANADA

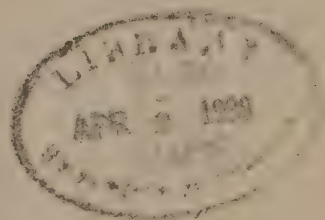
DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

IN CANADA

1936



OTTAWA
 1938

Price 25 cents

MOTION PICTURE THEATRES IN CANADA, 1936

Table of Contents

	<u>Page</u>
Historical Background	2
Summary	4
Per Capita Expenditure	5
Amusement Taxes	6
Trend in Motion Picture Receipts	7
Motion Picture Statistics by Cities	8
Number of Weeks and Days in Operation	9
Number of Performances per Day	9
Amount of Annual Receipts	10
Proportions of Single and Double Feature Performances ...	11
Program Changes per Week	12
Distribution of Single and Double Bills	13
Country of Origin of Films	13
Efficiency of Theatres	14
Itinerant Operators	15
Film Exchanges	15
List of Theatres	29

General Tables

	<u>Page</u>
Table 1.--Summary of Motion Picture Statistics, 1936	16
Table 2.--Motion Picture Theatre Receipts, by Provinces, 1930, 1933, 1935 and 1936	17
Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1936	18
Table 4.--Distribution of Motion Picture Theatres by Economic Divisions, Number of Weeks in Operation in the Year, and Number of Days in Operation per Week, 1936	19
Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1936	21
Table 6.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, 1936	23
Table 7.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Amount of Annual Receipts, 1936	24
Table 8.--Theatres Classified According to Amount of Annual Receipts and Usual Number of Program Changes per Week, 1936	26
Table 9.--Theatres Classified by Economic Divisions and Usual Number of Program Changes per Week, 1936	26
Table 10.--Efficiency Factors for Theatres Classified According to Size of Locality, 1936	27
Table 11.--Efficiency Factors for Theatres, by Economic Divisions, 1936	27
Table 12.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1936	28

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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

MOTION PICTURES IN CANADA, 1936

Historical Background

For more than a century studies have been made of the "optical appearance of objects in motion". The first step in the development of the present day motion picture film was taken early in the 19th century when pictures mounted on a disc in chronological order were viewed through slots in a similar disc mounted on a turning shaft. About the middle of the century the development of photography enabled experimenters to use actual photographs instead of drawn pictures. In 1861 a machine called a kinematoscope was patented in the United States. The photographs were mounted on paddle blades which, when revolved from a certain point of view, produced a zeotropic effect. In 1899, for use in "roller photography", George Eastman of the Eastman Kodak Company began the manufacture of a photographic film on a nitro-cellulose base. It was with a 50 foot strip of this film that Thomas A. Edison, who had been experimenting with "motion pictures" for some time, demonstrated his kinetoscope, a small peep-show in which the strip of film ran between a magnifying lens and a light source. Although patented in the United States in 1891, no commercial use was made of Edison's kinetoscope until 1894. In that year a "kinetoscope parlour" was opened in New York City. It was in the same year that the Holland brothers exhibited a kinetoscope in Ottawa. Although this type of amusement place spread rapidly, the demand was really for a device which would project the kinetoscope film, as seen in the peep-show, upon a screen, and in 1896 such a machine, called the "vitascope", based on the principle of the modern projector, was demonstrated in New York by Thomas Armat. A year prior to this, however, a cinematograph evolved by Lumiere Brothers in France, similar to Armat's vitascope, had been imported into Canada and shown in Toronto. This is thought to be the first use of the motion picture projecting machine in the Dominion. In 1896 John Griffin, popularly described as "the father of motion picture houses in Canada", opened the first regular Canadian motion picture theatre on Yonge Street in Toronto. Shortly afterward, Mr. L. E. Ouimet, representing Pathé interests, opened a similar theatre in Montreal. Pictures were shown of the Corbett-Fitzsimmons fight in 1896, Queen Victoria's jubilee procession in 1897, and the departure of the Canadian contingent for South Africa in 1900.

Films of this early period consisted of only one reel and, as the novelty wore off, interest in them began to die out. In 1903 Edwin S. Porter, an Edison cameraman, in an attempt to revive this flagging interest made a picture which told a "story" or narrative, and it was on the basis of these narrative, multiple reel films that the moving picture industry began its phenomenal development. The story was conveyed to the audience by means of pantomime, printed dialogue flashed on the screen intermittently, and the action of the characters. Whereas, heretofore moving

picture films had frequently been shown merely as part (and a very minor part) of a vaudeville program, now across Canada theatres sprang up offering "movies" exclusively or at least as the major part of the program.

In 1926 Warner Brothers presented the first talking and sound pictures in New York. Over night Canadian theatres installed sound equipment and the "silent" picture practically disappeared. In a period of only thirty years motion pictures had become a leading amusement industry, recording a steady development in the technique of production and distribution.

The story of motion picture production in Canada is disappointing. A number of films, of course, have been produced here by Hollywood companies "on location" but practically every attempt of Canadian producers has failed although recently a few plays have been filmed in Toronto for the British market, and one Canadian company specializing in news films and shorts has enjoyed some success. The advent of "talking" or "sound" pictures, technicolor and many other improvements demand such a high degree of skill and technical knowledge, as well as such a heavy capital investment, that the development of commercial production in Canada is beset with difficulties.

In one field Canadians have pioneered with considerable success. In 1916 the Government created the Dominion Government Motion Picture Bureau for the purpose of making and distributing "short subject" informative films. Both the Canadian National and Canadian Pacific Railways produce films from time to time along the same lines.

Although negative film is not made in Canada, practically all of the positive film used in the Dominion is manufactured in Ontario and a substantial volume is exported. The printing of positive films for use in Canadian theatres is done by local firms from imported negatives.

MOTION PICTURE STATISTICS, 1936

Summary

According to the annual Census of Merchandising and Service Establishments the 959 permanently-equipped motion picture theatres operating in Canada in 1936 secured 127,441,574 paid admissions for the year, yielding gross receipts of \$29,610,300 exclusive of amusement taxes. This was a substantial increase over 1935, during which year there were 117,964,056 paid admissions with gross receipts of \$27,272,500, and over 1934 with approximately 109,000,000 paid admissions and gross receipts of \$25,598,300. In terms of percentages, the 1936 total admissions were 8.0 per cent greater than in 1935 while gross receipts were up by 8.6 per cent. The larger percentage increase for gross receipts reflects an increase in the average admission price which was 23.2 cents in 1936 compared with 23.1 cents in the preceding year. Canada's 959 motion picture theatres provided an average of one theatre for every 11,500 people in the Dominion. The seating capacity of these theatres totalled 566,201 so that, on the average, there was one seat for every 14 persons. Salaries and wages paid to the 4,961 male and 1,558 female employees amounted to \$4,928,700, an increase of 3.4 per cent over the 1935 payroll of \$4,766,500. In addition to the permanently-equipped theatres there were 44 itinerant operators with 502,653 paid admissions and \$132,800 receipts for 1936.

Every province shared to a greater or less degree in the general increase in paid admissions and gross receipts registered during the year. By provinces, the 1936 percentage increases in paid admissions over 1935 were as follows: Saskatchewan, 16.5; Prince Edward Island, 14.4; New Brunswick, 12.3; Ontario, 9.9; Quebec, 6.9; Nova Scotia, 6.4; Alberta, 5.2; British Columbia, 4.3, and Manitoba, 4.0. For Canada as a whole the average admission price (exclusive of amusement tax) was 23.2 cents. Provincial averages were as follows: Prince Edward Island, 27.3 cents; Alberta, 25.7 cents; Saskatchewan, 25.3 cents; Ontario, 23.9 cents; British Columbia, 22.5 cents; Quebec, 22.2 cents; Manitoba, 22.1 cents; Nova Scotia, 21.8 cents, and New Brunswick, 21.5 cents. Canadian motion picture theatres gave a total of 559,944 complete performances in 1936 up an average of 584 performances per theatre for the year. The number of performances given daily varied from one to six for individual theatres. On the average, 29 per cent of the seating capacity of motion picture theatres was occupied for each performance. This percentage varied widely for individual theatres operating under different conditions as to size of locality, seating capacity, number of performances given daily, and other factors. Other things being equal, it was greater in the larger cities than in the smaller centres, greater in small than in large theatres and greater in theatres showing only one performance per day than in those establishments where the program was repeated a number of times. It was, therefore, highest for small theatres giving but one or two performances per day and located in the larger cities. It was smallest for large theatres repeating their programs several times a day and located in smaller places.

The apparent popularity of the "double feature" program, in which two complete "feature" pictures are exhibited in the one performance, is evidenced by the fact that of all the 559,944 performances given in 1936 it is estimated that no less than 348,904 or 62 per cent were "double feature". There were 212 theatres which offered double feature programs only. Another 313 houses showed only single feature programs, while the remaining 434 theatres varied their programs with both types of performance. It is interesting to note that there was a wide variation in use of the "double feature" program in the different provinces. Whereas 81 per cent of the performances shown in Quebec were double feature, British Columbia and Manitoba recorded 71 per cent; Ontario, 60 per cent; Alberta, 50 per cent; Saskatchewan and Nova Scotia, 40 per cent, and New Brunswick, 38 per cent. No double feature performances were given in Prince Edward Island during the year.

The term "performance" as used in this report indicates one complete showing of the program being offered. That is to say, a performance is taken to mean the entire entertainment including all films exhibited between the showing of one picture and the showing of that same picture again. The set of films including either one or two features, one or more short subjects or a newsreel, and constituting a program or "bill" is generally repeated by a theatre for a number of days with one or more performances each day. Each theatre reported the number of bills which it purchased or rented during the year making a distinction between the number of single feature and double feature bills. Aggregates of figures thus obtained show a total usage of 85,909 bills which, when compared with the 539,944 performances, indicates an average of 6.5 performances for each bill. Of the 85,909 bills reported, 43,489 were double feature and 42,420 were single feature, resulting in a total usage of 129,398 feature films or an average of 135 films for each of the 959 motion picture theatres. Since the same feature films are exhibited in many theatres, these figures give no information as to the number of different features shown during the year. Each theatre was also asked to indicate, if possible, the country of origin of the films which it used. Aggregate figures for those theatres able to supply this information and forming 80 per cent of the total number show that the United States supplied 89.7 per cent of the features used. Great Britain came second with 5.2 per cent, followed by France with 5.0 per cent, and all other countries, 0.1 per cent. These figures relate to the number of films used. No information is available regarding the number of times each film was exhibited.

Per Capita Expenditure

There is no way of estimating the actual number of theatre-goers but, based on the estimated total population of Canada, the per capita expenditure in 1936 on motion picture entertainment (exclusive of amusement taxes) was \$2.70 as compared with \$2.50 in 1935 and \$2.36 in 1934. The following table shows the per capita expenditure at motion pictures for each province from 1930 to 1936 inclusive. It may be noted that, although there are wide variations for any province from year to year and between provinces for the same year, nevertheless there is surprisingly little change in the relative position which each province holds. Thus Prince Edward Island with the lowest per capita expenditure in 1930 continued to have the lowest per capita expenditure in 1936, while British Columbia continued to have the highest.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1930 - 1936
(Exclusive of amusement taxes)

Province	1930	1931	1932	1933	(1) 1934	(1) 1935 (2)	1936 (2)
	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	3.28	2.73	2.33	2.36	2.50	2.70
Prince Edward Island	2.14	1.56	1.12	0.96	0.96	1.04	1.15
Nova Scotia	3.53	2.67	2.09	1.79	1.84	2.09	2.27
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64	1.78
Quebec	2.94	2.69	2.26	1.86	1.80	1.91	2.02
Ontario	4.70	4.29	3.68	3.08	3.16	3.19	3.49
Manitoba	3.94	3.41	2.90	2.56	2.58	2.72	2.83
Saskatchewan	2.19	1.65	1.32	1.12	1.15	1.28	1.51
Alberta	3.28	2.29	1.88	1.92	1.85	2.21	2.33
British Columbia ..	6.05	5.09	3.89	3.52	3.71	4.15	4.31

(1) Revised.

operators.

(2) Based on total receipts of regular theatres and itinerant/

A number of factors influence per capita expenditure for motion pictures: the prosperity of the district, the rates of admission, the age distribution of the population, Government regulations regarding admission of juveniles, counter attractions, etc. Per capita expenditure is usually larger in urban and thickly populated centres where theatres are easily accessible and probably more attractive than in country districts. In 1936, 54 per cent of the total gross receipts of moving picture theatres in Canada was collected in the eight cities having a population in excess of 100,000, while 27 per cent of the gross receipts was contributed by 55 cities and towns with populations of 10,000 to 100,000. The remaining 19 per cent was accounted for by all other areas.

Relation Between Per Capita Expenditure in Motion Pictures
and Per Capita Retail Sales

A comparison by provinces between per capita sales at retail stores and per capita expenditures at motion picture houses reveals a fairly close relationship. Provinces having high per capita retail sales also have high per capita expenditures at motion picture houses. Per capita figures for both sales and receipts are influenced largely by the same factors: proportions of urban and rural population, proximity to marketing centres in which motion picture houses are also generally located, occupational constitution and age distribution of the people as well as social habits and the general level of economic conditions. Per capita retail sales and per capita expenditures for motion pictures for the different provinces are shown below:

Per Capita Expenditure at Motion Picture Theatres and Per Capita
Retail Sales, by Provinces, 1936

Province	Per Capita Expenditure at Motion Picture Theatres(1)		Per Capita Retail Sales		Ratio, Theatres to Sales Per cent
	Amount	Order	Amount	Order	
CANADA	\$ 2.70	-	\$ 200	-	1.35
Prince Edward Island	1.15	1	123	1	0.93
Saskatchewan	1.51	2	140	2	1.08
New Brunswick	1.78	3	154	3	1.16
Quebec	2.02	4	161	4	1.25
Alberta	2.33	5	177	6	1.32
Nova Scotia	2.27	6	162	5	1.40
Manitoba	2.83	7	209	7	1.35
Ontario	3.49	8	247	8	1.41
British Columbia	4.31	9	275	9	1.57

(1) Based on total receipts of regular theatres and itinerant operators.

Amusement Taxes

The value of gross receipts reported by theatres in 1936 does not include the amounts paid in amusement taxes. In that year taxes on theatre tickets were levied in all provinces except Saskatchewan, in which province a municipal amusement tax was levied by five cities. Provincial authorities report the following revenues from amusement taxes in 1934, 1935 and 1936:

		1934	1935	1936
		\$	\$	\$
Fiscal Year				
Ending --				
Dec. 31	Prince Edward Island	5,535	5,384	11,639
Nov. 30	Nova Scotia	130,617	177,069	153,051
Oct. 31	New Brunswick(1)	52,195	75,426	81,833
June 30	Quebec(1)	1,276,483	1,224,163	1,087,560
March 31	Ontario	527,398(2)	301,628(3)	2,178,512
April 30	Manitoba	38,335	40,525	41,108
--	Saskatchewan(4)	55,114	58,309	65,334
March 31	Alberta(1)	115,619	121,243	131,917
March 31	British Columbia	124,891	134,875	152,224

(1) Includes taxes from sources other than theatres.

(2) Fiscal year ending October 31, 1934.

(3) Figures for five months ending March 31, 1935 (fiscal year changed).

(4) Returns from 5 municipalities only (calendar year).

It is not possible to make a strict comparison between amusement taxes and theatre receipts since the provincial fiscal years do not coincide with the calendar years for which theatre receipts are shown, and in some cases the returns include taxes other than those levied on theatre admissions. The large increase in revenue shown for Ontario was due to a change in the fiscal year and a revision of the tax schedule in 1935.

Trend in Motion Picture Theatre Receipts

Motion picture theatre receipts in Canada (exclusive of amusement taxes) declined from \$38,479,500 in 1930 to 64.7 per cent of that amount, or \$24,897,100, in 1933. The upswing commenced in 1934 was continued in 1935, bringing the total gross receipts for that year to \$27,272,500 or 70.9 per cent of the 1930 figure. A further gain of 8.6 per cent in 1936 resulted in \$29,610,300 being recorded for that year, a figure which, while almost 19 per cent above the low point reached in 1933, was still 23 per cent below the 1930 level. The index of theatre receipts for 1936 on the base 1930 equals 100 stands at 77.0.

Comparable figures for motion picture receipts and for the dollar value of retail trade as obtained from the results of the annual Census of Merchandising Establishments reveal a striking similarity in the extent of the declines recorded between 1930 and 1933. While motion picture receipts fell off somewhat less rapidly during the years immediately following 1930 than did the dollar value of retail sales, both series stood at about the same level in 1933 when compared with the earlier period. Indexes for 1933 on the 1930 base were 64.7 for motion picture receipts and 64.4 for retail sales. Retail sales were 24 per cent higher in 1936 than in 1933 while motion picture receipts increased 19 per cent during the same period. While the total recovery for retail sales has thus exceeded that for motion picture receipts, expenditures at picture houses have been gaining at the more rapid rate in recent years. Motion picture theatre receipts were 8.6 per cent higher in 1936 than in 1935 while retail sales were up by 7.2 per cent.

Changes in the value of retail sales from year to year are the resultant of two factors. Changes in the quantities of goods purchased and variations in price levels. Similarly, changes in gross receipts for motion picture theatres reflect

variations both in the number of persons attending and also in the average admission price. Although it is not possible to make exact corrections for price changes, it is certain that a large proportion of the decline in the value of retail trade between 1930 and 1933 was due to a lowering of price levels. Part of the recovery since that year must be attributed to increased prices. Numbers of admissions to motion picture theatres are not available for years prior to 1934. Were such figures available for the period from 1930 to 1933, it is extremely unlikely that they would indicate as large a decline as that reflected in dollar receipts.

A comparison of the trends in motion picture receipts and retail sales as indicated by indexes for the two series on the 1930 base is shown below. While in most cases the two series parallel each other closely, figures for the Maritime Provinces reveal that motion picture receipts fell off to a much greater extent between 1930 and 1933 than did retail sales.

Economic Division		1930	1933	1935	1936
CANADA -	Theatre Receipts ...	100	64.7	70.9	77.0
	Retail Sales	100	64.4	74.5	79.9
Maritime Provinces -	Theatre Receipts ...	100	50.9	61.2	67.7
	Retail Sales	100	65.5	77.3	83.7
Quebec -	Theatre Receipts ...	100	66.4	70.4	75.2
	Retail Sales	100	64.7	71.3	76.5
Ontario -	Theatre Receipts ...	100	68.9	73.7	81.1
	Retail Sales	100	66.9	78.0	83.0
Prairie Provinces -	Theatre Receipts ...	100	61.3	67.3	72.9
	Retail Sales	100	60.0	69.9	74.9
British Columbia -	Theatre Receipts ...	100	61.3	74.4	78.5
	Retail Sales	100	62.2	75.8	83.6

Motion Picture Statistics by Cities

Toronto was Canada's leading motion picture city in 1936, having 102 motion picture theatres with 22,301,324 paid admissions and \$5,198,000 gross receipts. Average admission price in this city was 23.3 cents. There were 62 motion picture theatres operating in Montreal (including Lachine, Verdun, Westmount and Outremont) and these had 22,006,918 paid admissions and \$4,797,300 receipts. The average admission price in this instance was 21.8 cents. In Winnipeg 32 motion picture theatres recorded 7,205,339 paid admissions and gross receipts of \$1,592,000. Vancouver's 31 motion picture theatres reported 8,950,627 paid admissions and gross receipts of \$1,850,000. With the exception of Victoria and St. Thomas, all Canadian cities having 3 motion picture theatres or more in 1936 recorded an increase over 1935 in the number of paid admissions. Gross receipts in 1936 as compared with 1935 declined by 0.1 per cent in Winnipeg, 2.8 per cent in St. Thomas and 5.5 per cent in Victoria. The average price of admission was highest in London at 27.6 cents and lowest in St. John, N. B., at 19.2 cents.

Theatres Classified According to Number of Weeks and Days in Operation

Of the total number of motion picture theatres in Canada, 721 or 75 per cent operated continuously during the 52 weeks of 1936. Of the remaining 238 theatres, 103 operated for more than 36 weeks, 71 for more than 20 but less than 36 weeks, and 64 operated for periods varying from 1 to 19 weeks. Theatres operating for fewer than 52 weeks include new theatres opened during the year, theatres closed either temporarily or permanently, in addition to theatres in summer resorts and in small towns which are open during certain seasons from year to year.

Theatres are allowed to remain open on Sunday in Quebec province only. Of the 154 theatres in Quebec in 1936, 111 or 72 per cent were open 7 days each week; another 10 were open 6 days, and the remaining 33 were open for fewer than 6 days per week. The proportion of theatres remaining open 6 days per week in other regions varied from 43 per cent in the Prairie Provinces to 91 per cent in Ontario. In the Maritime Provinces the proportion of full-time theatres was 70 per cent and in British Columbia it was 67 per cent. There were 118 theatres in Canada in 1936 which operated generally for two nights a week and there were another 60 houses which opened one night per week only. These part-time theatres are located in the smaller towns and villages where potential attendance varies considerably for different days of the week.

Number of Performances Per Day

Of the 959 motion picture theatres in Canada in 1936 there were 318 which averaged either one or one and a half complete performances per day. These are located chiefly in the smaller centres; the limited extent of their operations is evident from the fact that, while they formed about 33 per cent of the total number of houses, they accounted for only 6 per cent of the total admissions and receipts. Approximately 37 per cent of all the theatres averaged 2 or $2\frac{1}{2}$ performances per day and these accounted for 29 per cent of the total admissions and 26 per cent of the receipts. There were 188 theatres which gave an average of 3 or $3\frac{1}{2}$ performances per day. These formed about 20 per cent of the total number of houses and accounted for 33 per cent of the admissions and 31 per cent of the receipts. There were also 99 theatres which averaged four or more complete programs per day and these, while forming only 10 per cent of the total number, accounted for 32 per cent of the total admissions and 36 per cent of the receipts. The classifications of $1\frac{1}{2}$, $2\frac{1}{2}$ or $3\frac{1}{2}$ performances per day arise from the fact that some theatres vary in this respect on different days. Thus a theatre showing one performance on Friday, two on Saturday and none on the other days of the week would be considered as averaging $1\frac{1}{2}$ performances per day of operation.

Admissions and Receipts for Theatres Classified According to
Number of Performances Per Day, 1936

Number of Performances Per Day	Theatres		Admissions		
	Number	%	Number	%	Average Number Per Theatre
All Theatres, Total	959	100.0	127,441,574	100.0	132,890
1 or $1\frac{1}{2}$	318	33.2	7,322,110	5.8	23,026
2 or $2\frac{1}{2}$	354	36.9	37,083,216	29.1	104,754
3 or $3\frac{1}{2}$	188	19.6	41,736,330	32.7	222,002
4 and over	99	10.3	41,299,918	32.4	417,171

Number of Performances Per Day	Receipts		
	Amount	%	Average Per Theatre
	\$		\$
All Theatres, Total	29,610,300	100.0	30,876
1 or $1\frac{1}{2}$	1,810,100	6.1	5,692
2 or $2\frac{1}{2}$	7,790,400	26.3	22,007
3 or $3\frac{1}{2}$	9,292,300	31.4	49,427
4 and over	10,717,500	36.2	108,258

Theatres Classified According to Amount of Annual Receipts

Motion picture houses, like all other business enterprises, vary widely in the extent of their operations as measured by the number of paid admissions or amount of annual receipts. There were 158 theatres each with annual receipts of less than \$2,500 and these, while forming 17 per cent of the total number, accounted for only 0.7 per cent of the admissions and receipts. At the other extreme in size, there were 53 houses, located chiefly in down-town areas of cities and exhibiting "first-run" pictures, each of whose annual receipts reached \$100,000 or over. This group, while comprising only about 6 per cent of the total number of theatres, accounted for 25 per cent of the admissions and 32 per cent of the receipts. Average admission price was highest for the very small and the very large theatres, being 25.1 cents for the 158 houses in the less than \$2,500 class and 29.8 cents for the \$100,000 businesses. It was lowest, at 19.2 cents, for a group of 134 theatres each with annual receipts of between twenty and thirty thousand dollars.

Theatres Classified According to Amount of Annual Receipts
and Number of Performances Per Day, Canada, 1936

Amount of Annual Receipts	All Theatres, Total		Performances Per Day							
	Number	%	1 or 1½		2 or 2½		3 or 3½		4 and over	
			Number	%	Number	%	Number	%	Number	%
All Theatres, Total	959	100.0	318	33.2	354	36.9	188	19.6	99	10.3
Less than \$2,500.	158	100.0	132	83.5	24	15.2	2	1.3	—	—
\$2,500 - \$4,999 .	90	100.0	63	70.0	22	24.4	5	5.6	—	—
\$5,000 - \$9,999 .	108	100.0	65	60.2	38	35.2	4	3.7	1	0.9
\$10,000 - \$19,999	164	100.0	42	25.6	102	62.2	16	9.8	4	2.4
\$20,000 - \$29,999	134	100.0	13	9.7	80	59.7	34	25.4	7	5.2
\$30,000 - \$49,999	135	100.0	3	2.2	62	45.9	51	37.8	19	14.1
\$50,000 - \$99,999	117	100.0	—	—	26	22.2	62	53.0	29	24.8
\$100,000 and over	53	100.0	—	—	—	—	14	26.4	39	73.6

The above table illustrates the definite relationship which exists between the amount of the gross receipts of a theatre and the number of performances which are given daily. It shows that large annual receipts are associated with many performances per day while the smaller houses are restricted to one or two performances. Theatres with gross receipts of less than \$5,000 annually are nearly all in the class giving one or two performances a day. Theatres with gross receipts of over \$50,000 annually all give two or more performances daily, while no theatre with gross receipts exceeding \$100,000 gives less than three performances a day.

Theatres Classified According to Proportion of Single
and Double Feature Performances

Narrative or feature films in the beginning consisted of only one reel of about 1,000 feet in length. These gradually developed to six and seven reels and were augmented on programs by comedy reels or shorts. Early in the 1920's, super-pictures of 8,000 to 12,000 feet began to appear as special attractions, but in the past decade the features have been shortened and many theatres now offer two medium-length feature pictures on each program.

There were 313 motion picture houses or about 33 per cent of the total number operating in 1936 which reported that they showed single feature performances only. Another 212 theatres or 22 per cent of the total indicated that they showed only double features, while the remaining 434 establishments reported that they varied their programs with both single and double features. Single feature performances are most numerous in the small theatres in small localities; 121 or about 77 per cent of the houses whose annual gross receipts did not reach \$2,500 fell into this class. The single feature performance is also of considerable importance in the large first-run city theatre. While only 3 of the 53 theatres whose annual receipts were \$100,000 or more reported that they used single features only, another 12 of these large houses indicated that at least 50 per cent of the performances shown were of the single feature variety. The double feature performance is most popular in the medium-sized theatre, 135 houses with annual receipts of between \$30,000 and \$50,000 being divided in the proportions of 42 per cent double feature only, 10 per cent single feature only and 48 per cent mixed.

One-half of the 154 theatres operating in Quebec province showed double feature performances only while another 20 per cent showed only single features. About 23 per cent of Ontario's 325 moving picture houses used double features exclusively,

22 per cent showed only single features, while the remainder varied their programs with both types.

The relatively large number of theatres located in the smaller towns in the Prairie Provinces and Maritime Provinces result in much larger proportions of single feature performance theatres for these regions. About 52 per cent of all theatres in the Maritime Provinces were of the single feature variety. In the Prairie Provinces the corresponding ratio was 47 per cent. Details for theatres classified according to proportion of single and double feature performances shown and by economic divisions are shown in Table 6. A similar analysis for theatres classified according to amount of annual receipts is given in Table 7.

In the preceding paragraphs the motion picture theatres themselves were the subject of classification. When the actual performances are classified as to whether single or double features were shown, it is found that the 559,944 performances shown in 1936 were divided in the ratio 37.7 per cent single feature and 62.3 per cent double feature. The predominance of the double feature in Quebec is again apparent from the fact that 96,098 or 81.4 per cent of the 118,007 performances shown in that province in 1936 were double feature. The ratio of double feature to total performances was lowest in New Brunswick at 37.5 per cent. Details are given below.

Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1936

Province	Total		Single Feature		Double Feature	
	Number	%	Number	%	Number	%
CANADA	559,944	100.0	211,030	37.7	348,904	62.3
Prince Edward Island	2,536	100.0	2,536	100.0	--	--
Nova Scotia	30,981	100.0	18,696	60.3	12,285	39.7
New Brunswick	21,099	100.0	13,181	62.5	7,918	37.5
Quebec	118,007	100.0	21,909	18.6	96,098	81.4
Ontario	215,872	100.0	86,974	40.3	128,898	59.7
Manitoba	43,771	100.0	12,632	28.9	31,139	71.1
Saskatchewan	36,581	100.0	21,778	59.5	14,803	40.5
Alberta	34,829	100.0	17,268	49.6	17,551	50.4
British Columbia	56,268	100.0	16,056	28.5	40,212	71.5

Program Changes Per Week

While the length of time that a given theatre may exhibit the same program of pictures may vary with the popularity of the feature film, most motion picture houses find it advantageous to have regular and stated times for making program changes. Slightly more than one-half of the 959 motion picture theatres in Canada reported that they generally changed their program twice a week. There were 180 more which indicated an average of three program changes per week while another 8 establishments, 6 of which were in Quebec province, reported 4. Theatres changing their programs only once a week numbered 284 or about 30 per cent of the total and consisted in the first instance of the small theatres in small localities operating one or two days per week and, in the second place, of the large first-run city houses where a popular program may be run continuously for a week or even longer. Almost 80 per cent of the theatres with annual receipts below \$2,500 and nearly 50 per cent of the business of \$100,000 or more changed their programs on an average of once a week. On the other hand, two or three program changes per week are almost universal with the

medium-size theatres.

Distribution of Single and Double Bills

As previously stated a "bill" is the set of films constituting a program and shown in a theatre at one complete performance. Bills are spoken of as being single or double according as they include one or two feature pictures. In thus classifying a bill no account is taken of other films on the program such as news reels, comedies, cartoons or trailers. Each theatre, in making its return to the Census of Merchandising and Service Establishments, reported the approximate number of weeks on which single and double feature bills were shown, the average number of program changes per week and the total number of films rented during the year. From these data there could be calculated the approximate number of single and double feature bills which each theatre used. Since the same films are used by many theatres the aggregates of the figures thus derived have little significance in themselves but the percentage distribution of these totals as between single and double feature is indicative of the relative popularity of the two types of bill used. This percentage distribution is shown below for theatres classified according to amount of annual receipts. The almost universal use of the single bill in the small houses is apparent; 94 per cent of the bills used by theatres with less than \$2,500 annual receipts belonged to this class. As the size of theatre increases the proportion of single bills used is seen to decline until a minimum for this type is reached for theatres with annual receipts of between \$50,000 and \$100,000. With still larger theatres the single bill becomes more popular again, these large first-run city houses playing a considerable number of good outstanding features as single bills.

Distribution of Single and Double Feature Bills for Theatres Classified According to Amount of Annual Receipts, 1936

Amount of Annual Receipts	Number of Theatres	Bills					
		Total		Single		Double	
		Number	%	Number	%	Number	%
All Theatres, Total	959	85,909	100.0	42,420	49.4	43,489	50.6
Less than \$2,500	158	5,572	100.0	5,253	94.3	319	5.7
\$2,500 - \$4,999	90	5,034	100.0	4,505	89.5	529	10.5
\$5,000 - \$9,999	108	9,668	100.0	7,964	82.4	1,704	17.6
\$10,000 - \$19,999	164	18,469	100.0	10,478	56.7	7,991	43.3
\$20,000 - \$29,999	134	15,462	100.0	5,684	36.8	9,778	63.2
\$30,000 - \$49,999	135	15,393	100.0	4,377	28.4	11,016	71.6
\$50,000 - \$99,999	117	12,252	100.0	2,536	20.7	9,716	79.3
\$100,000 and over	53	4,059	100.0	1,623	40.0	2,436	60.0

Country of Origin of Films

Theatre owners, when reporting on their operations for 1936, were asked to state the number of feature films shown during the year classified according to their country of origin. In some cases no such records were available but 78 per cent of the theatres were able to give some information on this subject and an analysis of the results for these is given in the following table. Since the same film may have many prints and these may be shown in many theatres, it is apparent that figures thus obtained are not indicative either of the total number of films used or of the relative numbers of films imported from different countries. The figures are considered, however, to be at least indicative to some degree of the usage of films from different sources. According to the results obtained, 89.7 per

cent of the films (prints) used were produced in the United States, 5.2 per cent were from Great Britain, 5.0 per cent from France and only 0.1 per cent from other countries. Naturally the percentage of French films used in Quebec province was higher than for the Dominion as a whole. Here, 19.4 per cent of all films (prints) used were of French origin.

Percentage Distribution of Features Used According to Country of Origin,
by Provinces, 1936

Province	Percentage of Total Features Reported Produced in -			
	U S A.	Great Britain	France	Other Countries
CANADA	89.7	5.2	5.0	0.1
Prince Edward Island ..	97.5	2.5	-	-
Nova Scotia	96.0	3.9	(X)	(X)
New Brunswick	93.5	5.2	1.3	-
Quebec	75.9	4.7	19.4	(X)
Ontario	94.2	5.4	0.3	0.1
Manitoba	95.4	4.5	(X)	(X)
Saskatchewan	94.9	5.0	(X)	(X)
Alberta	92.7	7.1	-	0.2
British Columbia	93.9	5.7	-	0.4

(x) Less than 0.1 per cent.

Efficiency of Theatres

The average percentage of seats occupied at each performance gives some indication of the standard of performance of a motion picture theatre. A full house at every performance, in which case 100 per cent of the seats would be occupied, would indicate a maximum standard of performance while a ratio of less than 100 per cent would indicate, of course, that all seats were not occupied for each showing of a picture. In making its report, each theatre indicated its total admissions for the year, its seating capacity and also certain other information which permitted the calculation of the total number of performances shown. The ratio for any theatre may be found by expressing the average number of admissions per performance as a percentage of its seating capacity.

Aggregate figures for all theatres show that 29 per cent of the seating capacity was utilized at each performance in 1936. This ratio varies considerably for theatres operating under various conditions. It averaged somewhat higher at 30 per cent for theatres in places of 100,000 population and over compared with 27 per cent for theatres in smaller localities. It also varied inversely with the seating capacity averaging 27 per cent for all theatres with a seating capacity of 800 seats or over compared with 32 per cent for houses with fewer than 400 seats. A summary of these ratios for theatres classified as to seating capacity and size of locality in which they are located is given on the following page.

Average Percentage of Seating Capacity Utilized for Theatres Classified
as to Size of Locality and Number of Seats, 1936

Population	Number of Seats			
	All theatres	Over 800 seats	400 - 799 seats	Less than 400 seats
	%	%	%	%
All Places, Total	29	27	31	32
100,000 and over	30	28	35	47
10,000 - 99,999	27	26	30	32
Less than 10,000	27	25	26	29

The percentages shown above are weighted figures in which a large house has more weight in determining the final results than a smaller theatre. Regard has also been taken of the varying number of performances which different theatres show. Results for individual establishments vary widely from these weighted averages. Of the 959 theatres there were 14 for which the ratio was less than 10 per cent while for 126 or about 13 per cent of the total number it was more than 50 per cent. More than one-half of all the theatres (56 per cent) had a ratio lying between 20 per cent and 40 per cent. The average unweighted ratio for all theatres obtained by summing all the individual percentages and dividing by 959 works out at 34 per cent compared with the 29 per cent obtained by the weighted method. Tables 10 and 11 show distributions of theatres classified according to these efficiency ratios by size of locality and by economic divisions.

It is recognized that the operating efficiency of a motion picture theatre does not depend only upon the average proportion of the total seats filled at each performance. Capital investments and fixed operating expenses must be considered. Nevertheless, considerable interest attaches to the way in which this ratio varies for theatres operating under different conditions as to size of locality, seating capacity and number of performances shown per day.

Itinerant Operators

The provinces of Prince Edward Island, Manitoba, Saskatchewan, Alberta and British Columbia issue licenses to operators with movable apparatus, permitting them to travel from place to place and exhibit their pictures in concert halls. In 1936, 44 of these operators, working principally in Saskatchewan and Alberta, reported gross receipts of \$132,800 and total paid admissions of 502,653. The following table presents the information available covering the operations of this class of exhibitor in 1936:

	1936
Number Reporting	44
Total Receipts	\$132,800
Number of Admissions	502,653
Employees - (Male	21
(Female	5
Salaries and Wages	\$ 11,500

Film Exchanges

Theatre owners contract each year with an exchange for their supply of films. These exchanges, functioning as distributing agencies, are generally owned or

controlled by producers. Usually they are classed as wholesale distributors, but their function differs from that of the wholesaler of merchandise in that their product is not sold, but merely rented to the exhibitors. The "purchase" of a film implies only the right to exhibit it for a given number of days and, in most cases, an additional number of days clearance before a nearby competitor can exhibit the same film.

The 1936 returns record 66 film exchanges operating in Canada with receipts from film rentals and other sources of \$7,547,700. This is an 8.2 per cent increase over 1935. There were 378 males and 272 females employed by the film exchanges in 1936, the annual payroll amounting to \$1,008,400.

Table 1.--Summary of Motion Picture Theatre Statistics, 1936

Province	Number of Theatres	Number of Employees		Salaries and Wages	Receipts ⁽¹⁾
		Male	Female		
				\$	\$
CANADA	959	4,961	1,558	4,928,700	29,610,300
Prince Edward Island	4	14	9	11,100	103,200
Nova Scotia	55	241	86	196,800	1,217,600
New Brunswick	34	133	59	115,300	775,400
Quebec	154	1,012	300	842,100	6,245,200
Ontario	325	2,101	520	2,154,800	12,888,400
Manitoba	77	333	176	334,900	2,007,100
Saskatchewan	123	296	86	226,800	1,369,300
Alberta	87	332	68	347,900	1,734,100
British Columbia ⁽²⁾	100	499	254	699,000	3,270,000

(1) Not including amusement taxes.

(2) Includes Yukon and Northwest Territories.

Table 2.—Motion Picture Theatre Receipts by Provinces and by Years, 1930, 1933, 1935 and 1936

Province	Total Receipts (1)				Index of Receipts (1930 = 100)							
	1930 \$	1933 \$	1935(2) \$	1936 \$	1930	1931	1932	1933	1934(2)	1935(2)	1936	
CANADA	38,479,500	24,897,100	27,272,500	29,610,300	100.0	88.4	74.7	64.7	66.5	70.9	77.0	
Prince Edward Island	188,300	85,700	90,900	103,200	100.0	72.8	53.1	45.5	45.3	48.3	54.8	
Nova Scotia	1,814,500	933,300	1,100,200	1,217,600	100.0	75.6	59.7	51.4	53.3	60.6	67.1	
New Brunswick	1,093,400	556,500	704,200	775,400	100.0	80.7	64.8	50.9	54.6	64.4	70.9	
Quebec	8,301,800	5,510,500	5,840,700	6,245,200	100.0	93.1	72.1	66.4	65.4	70.4	75.2 ¹⁷	
Ontario	15,900,900	10,960,200	11,717,100	12,888,400	100.0	92.5	80.5	68.9	72.2	73.7	81.1	
Manitoba	2,712,800	1,318,400	1,935,500	2,007,100	100.0	88.0	75.9	67.0	67.7	71.3	74.0	
Saskatchewan	1,977,300	1,046,600	1,152,800	1,369,300	100.0	76.8	62.1	52.9	54.3	58.3	69.3	
Alberta	2,323,700	1,433,200	1,650,300	1,734,100	100.0	72.1	59.9	61.7	60.1	70.2	74.6	
British Columbia(3)	4,166,800	2,552,700	3,100,800	3,270,000	100.0	86.4	67.1	61.3	65.8	74.4	78.5	

(1) All receipts given do not include amusement taxes or itinerant operators.

(2) Revised.

(3) Includes Yukon and Northwest Territories.

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1936

Province or City	Number of Theatres		Seating Capacity, 1936	Receipts(1)			Admissions			Average price(3)
	1935	1936		(2) \$	1936 \$	% change	(2) 1935	1936	% change	
CANADA	862	959	536,201	27,272,500	29,610,300	+ 8.6	117,964,056	127,441,574	+ 8.0	23.2
Prince Edward Island	4	4	2,143	90,900	103,200	+13.5	330,701	378,171	+14.4	27.3
Nova Scotia	50	55	30,029	1,103,200	1,217,600	+10.7	5,245,643	5,579,356	+ 6.4	21.8
Halifax	7	7	6,424	395,900	404,000	+ 2.0	1,967,610	1,957,939	- 0.5	20.6
Sydney	3	3	2,022	99,300	123,200	+29.1	476,870	598,471	+25.5	21.4
Other Places	40	45	21,583	605,000	685,400	+13.3	2,801,163	3,022,946	+ 7.9	22.7
New Brunswick	32	34	17,785	704,200	775,400	+10.1	3,211,346	3,605,771	+12.3	21.5
St. John	7	7	6,164	299,100	312,900	+ 4.6	1,485,624	1,631,054	+ 9.8	19.2
Other Places	25	27	11,621	405,100	462,500	+14.2	1,725,722	1,974,717	+14.4	23.4
Quebec	141	154	107,815	5,840,700	6,245,200	+ 6.9	26,296,889	28,103,958	+ 6.9	22.2
Montreal(4)	62	62	66,215	4,556,100	4,797,300	+ 5.3	20,893,225	22,006,918	+ 5.3	21.8
Quebec	11	11	8,464	436,600	438,900	+ 0.5	2,118,704	2,218,379	+ 4.7	19.8
Three Rivers	4	4	3,235	103,400	119,000	+15.1	468,345	519,143	+10.8	22.9
Other Places	64	77	29,901	744,600	890,000	+19.5	2,810,615	3,359,518	+19.5	26.5
Ontario	303	325	228,287	11,717,100	12,888,400	+10.0	49,125,391	53,974,133	+ 9.9	23.9
Toronto	95	102	83,545	4,772,000	5,198,300	+ 8.9	20,412,280	22,301,324	+ 9.3	23.3
Hamilton	18	18	16,690	821,800	885,000	+ 7.7	3,961,052	4,194,151	+ 5.9	21.1
Ottawa	12	12	11,768	837,100	888,900	+ 6.2	3,752,310	3,922,811	+ 4.5	22.7
Windsor	6	8	8,154	365,800	409,300	+11.9	1,683,918	1,826,535	+ 8.5	22.4
London	6	7	7,543	443,600	467,400	+ 5.4	1,627,326	1,691,618	+ 4.0	27.6
Sudbury	3	3	2,805	223,300	267,900	+20.0	917,210	1,000,016	+ 9.0	26.8
St. Thomas	3	3	2,303	110,700	107,600	- 2.8	478,328	459,410	- 4.0	23.4
Other Places	160	172	94,968	4,142,800	4,664,000	+12.6	16,292,967	18,578,268	+14.0	25.1
Manitoba	71	77	42,441	1,935,500	2,007,100	+ 3.7	8,740,929	9,091,141	+ 4.0	22.1
Winnipeg(5)	30	32	26,506	1,593,100	1,592,000	- 0.1	7,162,874	7,205,339	+ 0.6	22.0
Other Places	41	45	15,935	342,400	415,100	+21.2	1,578,055	1,885,802	+19.5	22.0

See footnotes at end of table.

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1936 (Cont'd.) --

Province or City	Number of Theatres		Seating Capacity, 1936	Receipts(1)			Admissions			Average price(3) ¢
	1935	1936		(2)	1936	% change	(2)	1936	% change	
	(7)			1935	1936	% change	1935	1936	% change	
Saskatchewan	86	123	42,686	1,152,800	1,363,300	+18.8	4,644,446	5,411,228	+16.5	25.3
Saskatoon	6	5	4,302	271,000	295,600	+9.1	1,233,908	1,303,432	+5.6	22.7
Regina	5	5	4,421	318,000	352,000	+10.7	1,224,485	1,351,156	+8.7	26.4
Moose Jaw	3	4	2,472	115,000	133,700	+16.3	494,211	559,367	+13.2	23.9
Other Places	72	109	31,491	443,800	583,300	+31.1	1,691,842	2,217,273	+31.1	26.5
Alberta	81	87	35,906	1,630,300	1,734,100	+6.4	6,404,219	6,738,730	+5.2	25.7
Calgary	9	10	8,597	528,300	557,900	+5.6	2,176,380	2,185,035	+0.4	25.5
Edmonton	8	8	6,553	590,900	607,000	+2.7	2,313,075	2,418,771	+4.6	25.1
Other Places	64	69	20,756	511,100	569,200	+11.4	1,914,764	2,134,924	+11.5	26.7
British Columbia(6)	94	100	59,104	3,100,800	3,270,000	+5.5	13,964,432	14,559,086	+4.3	22.5
Vancouver	31	31	29,426	1,765,000	1,850,100	+4.8	8,588,294	8,950,627	+4.2	20.7
Victoria	6	5	4,817	359,200	339,300	-5.5	1,704,879	1,503,725	-11.8	22.6
Other Places	57	64	24,361	976,600	1,180,600	+20.9	3,671,319	4,104,734	+11.8	28.8

(1) Not including amusement taxes.

(2) Revised figures.

(3) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(4) Includes Lachine, Verdun, Westmount and Outremont.

(5) Includes St. James.

(6) Includes Yukon and Northwest Territories.

(7) The increase in number of theatres in Saskatchewan is due to the inclusion of places previously listed as itinerant halls, now believed to be permanently-equipped buildings.

Table 4.--Distribution of Motion Picture Theatres by Economic Divisions, Number of Weeks in Operation in the Year and Number of Days in Operation per Week, 1936

Economic Division and Number of Weeks in Operation	All Theatres		Days in Operation per Week													
			7		6		5		4		3		2		1	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
CANADA	959	100.0	111	11.6	562	58.6	19	2.0	48	5.0	41	4.3	118	12.3	60	6.2
52 weeks	721	100.0	97	13.5	492	68.2	18	2.5	31	4.3	23	3.2	44	6.1	16	2.2
36 - 51 weeks	103	100.0	8	7.8	31	30.1	1	1.0	8	7.8	11	10.6	27	28.2	17	16.5
20 - 35 "	71	100.0	2	2.8	15	21.1	-	-	5	7.1	4	5.6	30	42.3	15	21.1
Less than 20 weeks	64	100.0	4	6.3	24	37.5	-	-	4	6.3	3	4.7	17	26.5	12	18.7

Table 4.---Distribution of Motion Picture Theatres by Economic Divisions, Number of Weeks in Operation in the Year and Number of Days in Operation per Week, 1936 (Cont'd.) --

Economic Division and Number of Weeks in Operation		All Theatres No.	Days in Operation per Week														
			7		6		5		4		3		2		1		
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Maritime Provinces, Total		93	100.0	-	-	65	69.9	1	1.1	8	8.6	2	2.1	10	10.8	7	7.5
52 weeks		73	100.0	-	-	58	79.5	1	1.4	6	8.2	1	1.4	5	6.8	2	2.7
36 - 51 weeks		10	100.0	-	-	3	30.0	-	-	2	20.0	1	10.0	1	10.0	3	30.0
20 - 35 "		5	100.0	-	-	1	20.0	-	-	-	-	-	-	2	40.0	2	40.0
Less than 20 weeks		5	100.0	-	-	3	60.0	-	-	-	-	-	-	2	40.0	-	-
Quebec, Total		154	100.0	111	72.1	10	6.6	3	1.9	9	5.8	7	4.5	11	7.2	3	1.9
52 weeks		121	100.0	97	80.2	7	5.8	2	1.6	5	4.1	3	2.6	5	4.1	2	1.6
36 - 51 weeks		15	100.0	8	53.3	1	6.7	1	6.7	-	-	3	20.0	2	13.3	-	-
20 - 35 "		10	100.0	2	20.0	1	10.0	-	-	2	20.0	1	10.0	3	30.0	1	10.0
Less than 20 weeks		8	100.0	4	50.0	1	12.5	-	-	2	25.0	-	-	1	12.5	-	-
Ontario, Total		325	100.0	-	-	296	91.2	6	1.8	14	4.3	4	1.2	5	1.5	-	-
52 weeks		280	100.0	-	-	259	92.5	6	2.1	8	2.9	3	1.1	4	1.4	-	-
36 - 51 weeks		22	100.0	-	-	20	90.9	-	-	2	9.1	-	-	-	-	-	-
20 - 35 "		8	100.0	-	-	5	62.5	-	-	3	37.5	-	-	-	-	-	-
Less than 20 weeks		15	100.0	-	-	12	79.9	-	-	1	6.7	1	6.7	1	6.7	-	-
Prairie Provinces, Total		287	100.0	-	-	124	43.2	8	2.8	10	3.5	25	8.7	75	26.1	45	15.7
52 weeks		170	100.0	-	-	111	65.3	8	4.7	6	3.5	14	8.2	20	11.8	11	6.5
36 - 51 weeks		51	100.0	-	-	5	9.8	-	-	4	7.8	7	13.7	22	43.2	13	25.5
20 - 35 "		38	100.0	-	-	2	5.3	-	-	-	-	3	7.9	22	57.9	11	28.9
Less than 20 weeks		28	100.0	-	-	6	21.4	-	-	-	-	1	3.6	11	39.3	10	35.7
British Columbia, Total		100	100.0	-	-	67	67.0	1	10.0	7	7.0	3	3.0	17	17.0	5	5.0
52 weeks		77	100.0	-	-	57	74.0	1	1.3	6	7.8	2	2.6	10	13.0	1	1.3
36 - 51 weeks		5	100.0	-	-	2	40.0	-	-	-	-	-	-	2	40.0	1	20.0
20 - 35 "		10	100.0	-	-	6	60.0	-	-	-	-	-	-	3	30.0	1	10.0
Less than 20 weeks		8	100.0	-	-	2	25.0	-	-	1	12.5	1	12.5	2	25.0	2	25.0

Table b.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts.

by Economic Divisions, 1936

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price ¢
	Number	%	Amount \$	%	Number	%	Number	%	
CANADA	959	100.0	29,610,300	100.0	127,441,574	100.0	566,201	100.0	23.2
Less than \$2,500	153	16.5	208,100	0.7	828,484	0.7	38,868	6.9	25.1
\$2,500 - \$4,999	90	9.4	310,400	1.1	1,249,737	1.0	25,942	4.6	24.8
\$5,000 - \$9,999	108	11.3	771,400	2.6	3,165,599	2.5	36,715	6.5	24.4
\$10,000 - \$19,999	164	17.1	2,367,900	8.0	11,290,628	8.8	73,766	13.0	21.0
\$20,000 - \$29,999	134	14.0	3,301,500	11.1	17,153,895	13.5	78,703	13.9	19.2
\$30,000 - \$49,999	135	14.0	5,130,300	17.3	26,131,299	20.5	97,071	17.1	19.6
\$50,000 - \$99,999	117	12.2	8,173,100	27.6	36,212,841	28.4	122,554	21.6	22.6
\$100,000 and over	53	5.5	9,347,600	31.6	31,409,091	24.6	92,582	16.4	29.8
Maritime Provinces	93	100.0	2,096,200	100.0	9,563,298	100.0	49,962	100.0	21.9
Less than \$2,500	13	14.0	17,100	0.8	70,784	0.7	3,087	6.2	24.2
\$2,500 - \$4,999	12	12.9	45,000	2.1	209,478	2.2	3,660	7.3	21.5
\$5,000 - \$9,999	12	12.9	21,800	4.4	394,830	4.1	4,422	8.9	23.3
\$10,000 - \$19,999	16	17.2	230,200	11.0	992,393	10.4	7,466	14.9	23.2
\$20,000 - \$29,999	15	16.1	368,900	17.6	1,876,050	19.6	8,782	17.6	19.7
\$30,000 - \$49,999	15	16.1	568,000	27.1	2,960,629	31.0	11,745	23.5	19.2
\$50,000 and over	10	10.8	775,200	37.0	3,059,134	32.0	10,800	21.6	25.3
Quebec	154	100.0	6,245,200	100.0	28,103,958	100.0	107,815	100.0	22.2
Less than \$2,500	26	16.9	39,500	0.6	178,275	0.6	5,885	5.5	22.0
\$2,500 - \$4,999	5	3.2	16,100	0.3	58,973	0.2	1,344	1.2	27.3
\$5,000 - \$9,999	15	9.7	106,500	1.7	423,779	1.5	4,736	4.4	25.1
\$10,000 - \$19,999	25	16.3	365,100	5.8	1,768,550	6.3	11,223	10.4	20.6
\$20,000 - \$29,999	24	15.6	602,000	9.6	3,420,164	12.2	14,901	13.8	17.6
\$30,000 - \$49,999	21	13.6	789,500	12.7	4,774,246	17.0	15,778	14.6	16.5
\$50,000 - \$99,999	26	16.9	1,867,000	29.9	9,201,205	32.7	30,434	28.3	20.3
\$100,000 and over	12	7.8	2,459,900	39.4	8,278,766	29.5	23,514	21.8	29.7

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1936 (Cont'd.) -

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price ¢
	Number	%	Amount \$	%	Number	%	Number	%	
Ontario	325	100.0	12,888,400	100.0	53,974,133	100.0	228,287	100.0	23.9
Less than \$2,500	9	2.8	9,600	(X)	40,375	0.1	3,480	1.5	23.8
\$2,500 - \$4,999	12	3.7	46,000	0.4	175,025	0.3	4,110	1.8	26.3
\$5,000 - \$9,999	38	11.7	266,600	2.1	1,155,601	2.1	14,091	6.2	23.1
\$10,000 - \$19,999	71	21.8	1,053,400	8.2	5,283,960	9.8	31,573	13.8	19.9
\$20,000 - \$29,999	59	18.1	1,461,700	11.3	7,302,114	13.5	35,264	15.4	20.0
\$30,000 - \$49,999	59	18.1	2,183,100	16.9	10,647,208	19.8	41,722	18.3	20.5
\$50,000 - \$99,999	55	16.4	3,770,800	29.3	15,863,024	29.4	57,284	25.1	23.8
\$100,000 and over	24	7.4	4,097,200	31.8	13,506,826	25.0	40,763	17.9	30.3
Prairie Provinces	287	100.0	5,110,500	100.0	21,241,099	100.0	121,033	100.0	24.1
Less than \$2,500	98	34.2	125,700	2.5	493,947	2.3	23,933	19.8	25.4
\$2,500 - \$4,999	51	17.8	167,300	3.3	668,353	3.1	13,378	11.1	25.0
\$5,000 - \$9,999	29	10.1	209,700	4.1	861,623	4.1	9,635	8.0	24.3
\$10,000 - \$19,999	38	13.2	513,000	10.0	2,178,249	10.2	15,796	13.1	23.6
\$20,000 - \$29,999	20	7.0	480,300	9.4	2,419,411	11.4	9,884	8.2	19.9
\$30,000 - \$49,999	23	8.0	932,900	18.3	4,472,716	21.1	15,749	13.0	20.9
\$50,000 - \$99,999	19	6.6	1,320,800	25.8	5,549,753	26.1	18,635	15.4	23.8
\$100,000 and over	9	3.1	1,360,800	26.6	4,600,047	21.7	14,023	11.5	29.6
British Columbia	100	100.0	3,270,000	100.0	14,559,086	100.0	59,104	100.0	22.5
Less than \$2,500	12	12.0	16,400	0.5	45,103	0.3	2,483	4.2	36.4
\$2,500 - \$4,999	10	10.0	36,000	1.1	137,908	0.9	3,450	5.8	26.1
\$5,000 - \$9,999	14	14.0	96,800	3.0	329,766	2.3	3,831	6.5	29.4
\$10,000 - \$19,999	14	14.0	206,200	6.3	1,070,476	7.4	7,708	13.0	19.3
\$20,000 - \$29,999	16	16.0	388,600	11.9	2,136,156	14.6	9,872	16.8	18.2
\$30,000 - \$49,999	17	17.0	657,000	20.1	3,276,500	22.5	12,077	20.4	20.1
\$50,000 and over	17	17.0	1,879,000	57.1	7,563,177	52.0	19,683	33.3	24.8

(X) Less than 0.1 per cent.

Table 6. Theatres Class, Fixed According to Proportions of Single and Double Feature Performances, by Economic Divisions, 1936

Economic Division	All Theatres		All Double Performances		Proportion of Single Performances						All Single Performances	
					1 - 24% Single		25 - 49% Single		50 - 74% Single		75 - 99% Single	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
CANADA -												
Number	959	100.0	212	22.1	141	14.7	63	6.6	84	8.8	146	15.2
Receipts	\$29,610,300	100.0	\$8,831,600	29.8	\$6,793,200	22.9	\$3,749,300	12.7	\$2,843,400	9.6	\$3,437,200	11.6
Admissions	127,441,574	100.0	44,771,633	35.1	30,285,616	23.8	14,332,570	11.3	11,010,454	8.6	12,022,533	9.4
Average admission price	23.2	-	19.7	-	22.4	-	26.1	-	25.8	-	26.4	-
Maritime Provinces -												
Number	93	100.0	9	9.7	3	3.2	7	7.5	14	15.1	12	12.9
Receipts	\$2,096,200	100.0	\$277,600	13.2	\$133,600	6.4	\$375,100	17.9	\$301,800	14.4	\$220,500	10.5
Admissions	9,563,298	100.0	1,816,704	19.0	697,518	7.3	1,636,123	17.1	1,445,370	15.1	903,305	9.4
Average admission price	21.9	-	15.3	-	19.2	-	22.9	-	20.9	-	24.4	-
Quebec -												
Number	154	100.0	77	50.0	10	6.5	12	7.8	15	9.8	9	5.8
Receipts	\$6,245,200	100.0	\$4,101,300	65.7	\$576,000	9.2	\$682,900	10.9	\$612,800	9.8	\$36,700	0.6
Admissions	28,103,958	100.0	20,629,516	73.4	1,959,732	7.0	1,969,583	7.0	2,042,955	7.3	147,742	0.5
Average admission price	22.2	-	19.9	-	29.4	-	34.7	-	30.0	-	24.8	-
Ontario -												
Number	325	100.0	74	22.8	78	24.0	28	8.6	33	10.2	41	12.6
Receipts	\$12,888,400	100.0	\$2,663,800	20.6	\$3,590,100	27.9	\$1,358,000	10.5	\$1,192,300	9.3	\$1,924,000	14.9
Admissions	53,974,133	100.0	12,825,844	23.7	16,644,532	30.8	5,821,930	10.8	4,703,481	8.7	6,199,081	11.5
Average admission price	23.9	-	20.8	-	21.6	-	23.3	-	25.3	-	31.0	-
Prairie Provinces -												
Number	287	100.0	31	10.8	25	8.7	12	4.2	14	4.9	70	24.4
Receipts	\$5,110,500	100.0	\$1,102,700	21.6	\$1,294,700	25.2	\$862,300	16.9	\$241,900	4.7	\$965,000	18.9
Admissions	21,241,099	100.0	5,217,119	24.6	5,491,157	25.8	3,340,719	15.7	1,159,173	5.5	3,645,712	17.2
Average admission price	24.1	-	21.1	-	23.6	-	25.8	-	20.9	-	26.5	-
British Columbia -												
Number	100	100.0	21	21.0	25	25.0	4	4.0	8	8.0	14	14.0
Receipts	\$3,270,000	100.0	\$686,200	21.0	\$1,198,800	36.7	\$471,000	14.4	\$494,600	15.1	\$291,000	8.9
Admissions	14,559,086	100.0	4,282,450	29.4	5,492,677	37.8	1,614,215	11.1	1,659,475	11.4	1,126,743	7.7
Average admission price	22.5	-	16.0	-	21.8	-	29.2	-	29.8	-	25.8	-

Table 7.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Amount of Annual Receipts, 1936.

(Cont'd.)

Amount of Annual Receipts	All Theatres		All Double Performances		Proportion of Single Performances								All Single Performances	
	Number or Amount	%	Number or Amount	%	1 - 24% Single		25 - 49% Single		50 - 74% Single		75 - 99% Single		Number or Amount	%
					Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%		
\$20,000 - \$29,999 -	Number	134	100.0		25	18.7	15	11.2	18	13.4	14	10.4	15	11.2
	Receipts	\$3,301,500	100.0	35.1	\$ 632,700	19.2	\$ 355,400	10.8	\$ 449,500	13.6	\$ 329,200	10.0	\$ 361,200	10.9
	Admissions	17,153,895	100.0	40.6	3,466,563	20.2	1,917,937	11.2	1,921,085	11.2	1,303,654	7.6	1,576,251	9.2
	Average admission price	19.3	-	-	18.3	-	18.5	-	23.4	-	25.3	-	22.9	-
\$30,000 - \$49,999 -	Number	135	100.0		37	27.4	6	4.4	17	12.6	5	3.7	14	10.4
	Receipts	\$5,130,300	100.0	41.5	\$1,420,400	27.7	\$ 220,200	4.3	\$ 642,900	12.5	\$ 168,200	3.3	\$ 549,300	10.7
	Admissions	26,131,299	100.0	44.8	7,280,279	27.9	1,074,103	4.1	2,834,920	10.8	646,526	2.5	2,590,437	9.9
	Average admission price	19.6	-	-	19.5	-	20.5	-	22.7	-	26.0	-	21.2	-
\$50,000 - \$99,999 -	Number	117	100.0		36	30.8	17	14.5	3	2.6	9	7.6	5	4.3
	Receipts	\$8,173,100	100.0	40.2	\$2,487,600	30.4	\$1,241,700	15.2	\$ 177,800	2.2	\$ 609,300	7.5	\$ 369,300	4.5
	Admissions	36,212,841	100.0	44.2	10,817,594	29.9	5,011,597	13.8	767,000	2.1	2,165,627	6.0	1,448,447	4.0
	Average admission price	22.6	-	-	23.0	-	24.8	-	23.2	-	28.1	-	25.5	-
\$100,000 and Over -	Number	53	100.0		12	22.6	10	18.9	5	9.4	7	13.2	8	15.1
	Receipts	\$9,347,600	100.0	17.5	\$1,859,300	19.9	\$1,764,900	18.9	\$1,114,400	11.9	\$1,511,300	16.2	\$1,461,000	15.6
	Admissions	31,409,091	100.0	20.4	6,602,752	21.0	5,606,178	17.8	3,546,141	11.3	4,578,795	14.6	4,666,416	14.9
	Average admission price	29.8	-	-	28.2	-	31.5	-	31.4	-	33.0	-	31.3	-

Table 8.--Theatres Classified According to Amount of Annual Receipts and Usual Number of Program Changes per Week, 1936

Amount of Annual Receipts	All Theatres	Usual Number of Program Changes per Week							
		1		2		3		4	
	No.	No.	%	No.	%	No.	%	No.	%
All Theatres	959	284	29.6	487	50.8	190	19.8	8	0.8
Less than \$2,500	158	126	79.7	30	19.0	2	1.3	-	-
\$2,500 - \$4,999	90	64	71.1	21	23.3	5	5.6	-	-
\$5,000 - \$9,999	108	21	19.5	70	64.8	17	15.7	-	-
\$10,000 - \$19,999	164	10	6.1	100	61.0	50	30.5	4	2.4
\$20,000 - \$29,999	134	12	9.0	74	55.2	46	34.3	2	1.5
\$30,000 - \$49,999	135	9	6.7	85	63.0	39	28.8	2	1.5
\$50,000 - \$99,999	117	16	13.7	82	70.1	19	16.2	-	-
\$100,000 and over	53	26	49.1	25	47.2	2	3.7	-	-

Table 9.--Theatres Classified by Economic Divisions and Usual Number of Program Changes per Week, 1936

Economic Division	All Theatres	Usual Number of Program Changes per Week							
		1		2		3		4	
	No.	No.	%	No.	%	No.	%	No.	%
CANADA	959	284	29.6	487	50.8	190	19.8	8	0.8
Maritime Provinces	93	18	19.4	39	41.9	35	37.6	1	1.1
Quebec	154	36	23.4	80	51.9	32	20.8	6	3.9
Ontario	325	48	14.8	200	61.5	76	23.4	1	0.3
Prairie Provinces	287	154	53.7	116	40.4	17	5.9	-	-
British Columbia	100	28	28.0	52	52.0	20	20.0	-	-

Table 10.--Efficiency Factors for Theatres Classified According to Size of Locality, 1936

Efficiency Factor	All Localities, Total	Places Having a Population of -					
		100,000 and over		10,000 - 99,999		Less than 10,000	
	Number	Number	%	Number	%	Number	%
Totals	959	276	100.0	150	100.0	533	100.0
Less than 10 per cent	14	-	-	1	0.7	13	2.4
10 - 19 per cent	128	19	6.9	21	14.0	88	16.6
20 - 29 "	290	71	25.7	61	40.7	158	29.6
30 - 39 "	246	90	32.6	44	29.3	112	21.0
40 - 49 "	155	70	25.4	18	12.0	67	12.6
50 per cent and over	126	26	9.4	5	3.3	95	17.8

Table 11.--Efficiency Factors for Theatres, by Economic Divisions, 1936

Efficiency Factor	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
	959	100.0	93	100.0	154	100.0	325	100.0	287	100.0	100	100.0
Totals	14	1.5	1	1.0	5	3.2	5	1.5	1	0.3	2	2.0
Less than 10 per cent	128	13.3	14	15.1	31	20.1	38	11.7	38	13.2	7	7.0
10 - 19 per cent	290	30.2	39	41.9	55	35.7	99	30.5	74	25.8	23	23.0
20 - 29 "	246	25.7	19	20.5	36	23.4	85	26.2	76	26.5	30	30.0
30 - 39 "	155	16.2	9	9.7	14	9.1	68	20.9	41	14.3	23	23.0
40 - 49 "	126	13.1	11	11.8	13	8.5	30	9.2	57	19.9	15	15.0
50 per cent and over												

Table 12.--Principal Statistics for Film Exchanges in Canada,
1930 and 1933 to 1936

Year	Number of Exchanges	Number of Employees		Salaries and Wages \$	Receipts \$	Stocks on Hand, End of Year (at cost) \$
		Male	Female			
1930	59	372	291	1,074,700	9,046,300	162,700
1933	59	331	243	855,800	6,127,700	115,000
1934	60	344	230	923,400	6,692,900	103,200
1935	61	358	249	953,700	6,976,100	124,200
1936	66	378	272	1,008,400	7,547,700	91,200

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1936

Prince Edward Island

Charlottetown - Capitol	Montague - McLean's	Summerside - Capitol
" - Prince Edward		

Nova Scotia

Amherst - Capitol	Halifax - Capitol	Pictou - Capitol
Annapolis Royal - King's	" - Casino	River Hebert - Palace
Antigonish - Capitol	" - Community	Shelburne - Magnet
" - Celtic	" - Family	Springhill - Capitol
Barrington Passage - Goudey	" - Gaiety	Stellarton - Jubilee
Berwick - Bligh's	" - Garrick	Sydney - Capitol
Bridgetown - Strand	" - Orpheus	" - Casino
Bridgewater - Empire	Inverness - Palace	" - Strand
Canso - Ideal	Kentville - Capitol	Sydney Mines - Strand
Chester - Strand	Liverpool - Astor	Tiverton - Tiverton
Clark's Harbour - Vimy	Lockeport - Hayden	Truro - Capitol
Dartmouth - Capitol	Lunenburg - Capitol	" - Strand
" - Dundas	Middleton - Capitol	Westport - Strickland's
" - Royal	New Glasgow - Academy	Westville - Roxy
Digby - Bijou	" - Roseland	Weymouth - Community
Dominion - Dominion	New Waterford - Majestic	Windsor - Imperial
Freeport - New Era	North Sydney - Rivoli	Wolfville - Orpheum
Glace Bay - Russell	Parrsboro - Community	Yarmouth - Majestic
" - Savoy		

New Brunswick

Atholville - Atholville	Grand Manan - Happy Hour	St. John - Capitol
Bathurst - Opera House	Hartland - Neighbourhood	" - Community
Campbellton - Capitol	McAdam - Capitol	" - Empire
Chatham - Capitol	Minto - Gaiety	" - Mayfair
Chipman - Chipman	Moncton - Capitol	" - Opera House
Dalhousie - Opera House	" - Empress	" - Regent
Edmundston - Casino	" - Imperial	" - Strand
" - Star	Newcastle - Opera House	St. Stephen - Queen
Fairville - Gaiety	Plaster Rock - Community Hall	Sackville - Imperial
Fredericton - Capitol	St. Andrews - Marina	Sussex - Strand
" - Gaiety	St. George - Opera House	Woodstock - Capitol
Grand Falls - Opera House		

Quebec

Amos - Salle Paroissiale	Montreal - Crystal Palace	Port Alfred - Chateau
Asbestos - Asbestos	" - Dominion	Quebec City - Arlequin
Aylmer - Aylmer	" - Electra	" " - Canadien
Beauharnois - Ideal	" - Empress	" " - Capitol
Bedford - Bedford	"(Lachine) - Empress	" " - Cartier
Bienville - Academie de Musique	" - Fairyland	" " - Cinema de Paris
Brownsburg - Princess	" - Francais	" " - Classic
Buckingham - Oasis	" - Granada	" " - Empire
Chateauguay Basin - Alamo	" - His Majesty's	" " - Francais
Chicoutimi - Capitol	" - Hollywood	" " - Princess
Coaticook - Rivoli	" - Imperial	" " - Rialto
Cowansville - Princess	" - King Edward	" " - Victoria
Dolbeau - Imperial	" - Laval	Rawdon - Copping
Drummondville - Rialto	" - Lido	Richmond - Richmond
Duparquet - Beattie	" - Loew's	Rigaud - Vimy
East Angus - Royal	" - Lord Nelson	Rimouski - Le Bon
Farnham - Rialto	" - Maisonneuve	Riviere du Loup - Princess
Granby - Cartier	" - Majestic	Rock Island - Border
" - Palace	" - Mayfair	Rouyn - Alexander Hall
Grand Mère - National	" - Midway	" - Rouyn
Hull - Laurier	" - Monkland	St. Agathe - Roxy
Huntingdon - O'Connor	" - Mount Royal	St. Agathe des Monts - Alhambra
Joliette - Capitol	" - National	Ste. Anne de Bellevue - Rex
" - Passe Temps	" - Orleans	St. Georges East - St. Georges
Jonquiere - Aiglon	" - Orpheum	St. Hyacinthe - Corona
" - Salle Empire	" - Outremont	" " - Maska
Lachute - Rex	" - Palace	St. Jerome - Rex
Lac Megantic - Bijou	" - Papineau	St. Johns - Capitol
La Tuque - Empire	"(Verdun) - Park	" " - Imperial
Levis - Cinema de Levis	" - Passe-Temps	St. Joseph d'Alma - Alma
Longueuil - Radio	" - Perron Hall	St. Lambert - Victoria
Louisville - Le Parisien	" - Plaza	Ste. Marie de Beauce - Bellevue
Magog - Cinema de Paris	" - Princess	St. Therese de Blainville - Roxy
" - Wonderland	" - Regent	Senneterre - Senneterre
Maniwaki - Plaza	" - Rex	Shawinigan Falls - Auditorium
Marieville - National	" - Rialto	Sherbrooke - Cinema de Paris
Matane - Salle Nationale	" - Rivoli	" - Granada
Mont Joli - Mont Joli	" - Rosemont	" - Premier
Montreal - Amherst	"(Lachine) - Royal Alexandra	Sorel - Eden
" - Arcade	" - St. Denis	Terrebonne - Salle Poitras
" - Belmont	" - Seville	Thetford Mines - Elite
" - Broadway	" - Star	Three Rivers - Capitol
" - Cameo	" - Starland	" " - Cinema de Paris
" - Canada	" - Stella	" " - Imperial
" - Canadien	" - Strand	" " - Rialto
" - Capitol	" - System	Valdor - Palace
" - Cartier	"(Verdun) - Verdun Palace	" - Princess
" - Centre	" - Westmount	Valleyfield - Royal
" - Century	Noranda - Noranda	Victoriaville - Victoria
" - Chateau	Pointe au Pic - Casino	Waterloo - Starland
" - Cinema de Paris	Pointe Gatineau - Regent	Windsor Mills - Regent
" - Corona		

Ontario

Acton - Gregory	Fort William - Royal	Lindsay - Kent
Almonte - O'Brien	Galt - Capitol	Listowel - Princess
Amherstburg - Liberty	Gananoque - Delaney	London - Capitol
Ansonville - Empire	Georgetown - Gregory	" - Centre
Arnprior - O'Brien	Geraldton - Strand	" - Grand
Aurora - Royal	Goderich - Capitol	" - Loew's
Aylmer - Capitol	Gore Bay - Community Hall	" - Palace
Barrie - Capitol	Grimsby - Moore's	" - Patricia
" - Roxy	Guelph - Capitol	" - Rex
Belleville - Belle	" - Royal	Long Branch - Royal
" - Capitol	Hagersville - Regah	Meaford - Capitol
Blenheim - Temple	Hamilton - Capitol	Midland - Capitol
Blind River - Palace	" - Delta	Milton - Princess
Bowmanville - Royal	" - Empire	Mimico - Rex
Bracebridge - Strand	" - Granada	Morrisburg - Cameo
Brampton - Capitol	" - Gregory	Mount Dennis - Mount Dennis
Brantford - Brant	" - Kenilworth	Mount Forest - Lauder
" - Capitol	" - Kenmore	Napanee - Granada
Brockville - Capitol	" - Lyceum	New Hamburg - Regent
Burlington - Hume	" - Lyric	New Liskeard - Empire
Campbellford - Hollywood	" - Main	Newmarket - Palace
Cannington - Aldersey	" - Palace	New Toronto - Capitol
Capreol - Audion	" - Playhouse	Niagara Falls - Capitol
Cardinal - Savoy	" - Queen's	" " - Hollywood
Carleton Place - Star	" - Regent	North Bay - Capitol
Chapleau - Regent	" - Royal	Oakville - Gregory
Chatham - Capitol	" - Strand	Orangeville - Uptown
" - Granada	" - Tivoli	Orillia - Opera House
Chesterville - Community	" - Westdale	" - Princess
Clinton - Roxy	Hanover - Paramount	Oshawa - Mark's
Cobalt - Classic	Harriston - Queens	" - Regent
Cobourg - Capitol	Hawkesbury - Ottawan	Ottawa - Avalon
Cochrane - Empire	Hearst - New Royal	" - Capitol
Collingwood - Gayety	Hespeler - Queens	" - Centre
" - Regent	Hornepayne - Lyric	" - Columbia
Cornwall - Capitol	Huntsville - King George	" - Francais
" - Palace	Ingersoll - Maitland	" - Imperial
Creighton Mines - Regent	Kapuskasing - Community Club	" - Mayfair
Delhi - Capitol	Kenora - Derry's Palace	" - Regent
Dresden - Majestic	Kincardine - Blue Water	" - Remy
Dryden - Strand	Kingston - Capitol	" - Rialto
Dundas - Majestic	" - Tivoli	" - Rideau
Dunnville - Hollywood	Kingsville - Roxy	" - Victoria
Englehart - Palace	Kirkland Lake - Capitol	Owen Sound - Classic
Espanola - Princess	" " - Strand	" " - Savoy
Essex - Rio	" " - Uptown	Paris - Capitol
Exeter - Leavitt's	Kitchener - Capitol	Parry Sound - Royal
Fergus - Grand	" - College	Pembroke - O'Brien
Forest - Kineto	" - Lyric	Penetanguishene - Esquire
Fort Erie North - Bellard	Leamington - Capitol	Perth - Perth
Fort Frances - Royal	Leaside - Bayview	Peterborough - Capitol
Fort William - Orpheum	Lindsay - Academy	" - Regent

Ontario (Cont'd.) -

Petrolia - Iroquois	Toronto - Aster	Toronto - Kum C.
Picton - Regent	" - Avalon	" - Lansdowne
Port Arthur - Colonial	" - Beach	" - La Plaza
" " - Lyceum	" - Beaver	" - La Rita
Port Carling - Island Park	" - Bedford	" - Liberty
Port Colborne - Strand	" - Belsize	" - Loew's
Port Dover - Gem	" - Beverly	" - Lyndhurst
Port Elgin - Elgin	" - Bluebell	" - Madison
Port Hope - Capitol	" - Bloor	" - Major Rogers Road
Preston - Park	" - Bloordale	" - Major St. Clair
Rainy River - Gaiety	" - Bonita	" - Mayfair
Renfrew - O'Brien	" - Brighton	" - National
Ridgetown - Palace	" - Broadview	" - Oakwood
St. Catharines - Capitol	" - Brock	" - Odeon
" " - Granada	" - Cameo	" - Oriole
St. Mary's - Lyric	" - Capitol	" - Orpheum
St. Thomas - Capitol	" - Carlton	" - Oxford
" " - Columbia	" - Casino	" - Palace
" " - Granada	" - Century	" - Paramount
Sarnia - Imperial	" - Chateau	" - Parkdale
Sault Ste. Marie - Algoma	" - Christie	" - Parliament
" " - Princess	" - Circle	" - Photodrome
Schumacher - Mascioli's	" - Classic	" - Pickford
Seaforth - Regent	" - College	" - Prince Edward
Simcoe - Capitol	" - College Playhouse	" - Prince of Wales
" - Lyric	" - Crescent	" - Queen
Sioux Lookout - Mayfair	" - Crown	" - Radio City
Smith's Falls - Capitol	" - Doric	" - Regent
Smooth Rock Falls - Falls Hall	" - Duchess	" - Revue
South Porcupine - Mascioli's	" - Eastwood	" - Rex
Stirling - Stirling	" - Eclipse	" - Rialto
Stouffville - Stanley	" - Eglinton	" - Roxy
Stratford - Classic	" - Embassy	" - Royal
" - Majestic	" - Family	" - Royal Alexandra
Strathroy - King	" - Garden	" - Royal George
Sturgeon Falls - Regent	" - Gerrard	" - Royce
Sudbury - Capitol	" - Granada	" - Runnymede
" - Grand	" - Grant	" - St. Clair
" - Regent	" - Grover	" - Strand
Sutton West - Simcoe	" - Guild	" - Tivoli
Thessalon - Empire	" - Hillcrest	" - Ukrainian Temple
Thorold - Tivoli	" - Hippodrome	" - Uptown
Tilbury - Plaza	" - Hollywood	" (Forest Hill) - Village
Tillsonburg - Capitol	" - Hudson	" - York
Timmins - Goldfields	" - Ideal	Trenton - Capitol
" - Palace	" - Imperial	" - Trent
Toronto - Academy	" - Iola	Uxbridge - Strand
" - Adelphi	" - Kenwood	Walkerton - Rienville
" - Alhambra	" - King	Wallaceburg - Capitol
" - Allenby	" - King's Playhouse	Welland - Capitol
" - Apollo	" - Kingswood	Weston - Weston
" - Arcadian	" - Kitchener	Whitby - Brock

Ontario (Cont'd.) -

Warton - Berford
Williamsburg - Picadilly
Windsor - Capitol
" - Empire
" - Palace

Windsor - Regent
" - Royal
" - Temple
" - Tivoli

Windsor - Vanity
Wingham - Lyceum
Woodstock - Capitol
" - Princess

Manitoba

Binscarth - Bourget's
Birtle - Savoy
Bissett - Community Theatre
Boissevain - Victoria
Bowsman - Happyland
Brandon - Capitol
" - Oak
" - Strand
Carman - Memorial Hall
Dauphin - Dauphin
Deloraine - Jubilee
East Kildonan - Roxy
Elkhorn - McLeod's Hall
Emerson - De Luxe
Flin Flon - Northland
" - Rex
Gilbert Plains - Orland
Gladstone - Revilo
Glenboro - Roxy
Killarney - Lyceum
Manitou - Kino
Melita - Melita
Minnedosa - Lyric
Morden - Starland
Morris - Princess
Neepawa - Roxy

Norwood - Plaza
Portage la Prairie - Elite
" " " - Playhouse
Roblin - Lyric
Rossburn - Rossburn
St. Boniface - Baddow
St. Vital - Onyx
" " - Windsor
Selkirk - Central
Shoal Lake - Shoal Lake Hall
Souris - Avalon
Stonewall - Stonewall Community
Swan River - Palace
The Pas - Roxy
Transcona - Transcona
Virden - Auditorium
Wadhope - Wadhope
Winnipeg - Arlington
" - Beacon
" - Bijou
" - Capitol
" (St. James) - Classic
" - College
" - Colonial
" - Corona
" - Crescent

Winnipeg - De Luxe
" - Fox
" - Furby
" - Gaiety
" - Garrick
" (St. James) - King's
" - Leland
" - Lyceum
" - Mac's
" - Metropolitan
" - Orpheum
" - Osborne
" - Palace
" - Park
" - Province
" - Regent
" - Rialto
" - Rose
" - Starland
" - Times
" - Tivoli
" - Uptown
" - Wonderland
Winnipeg Beach - Beach
Winnipegosis - Rex

Saskatchewan

Abbey - Community
Arborefield - Rocklin
Arcola - Princess
Assiniboia - Olympia
Bengough - Bengough
Bienfait - Legion
Biggar - Majestic
Broadview - S. O. E.
Cabri - Rex
Canora - Royal
Carlyle - Community Hall
Clearwater Lake - Pavilion
Climax - Community
Conquest - Coliseum
Craik - Pallas
Cut Knife - Cut Knife

Davidson - Pallas
Dinsmore - Gaiety
Doddsland - Doddsland
East End - Pastime
Eatonia - Frank's
Elrose - Elrose
Esterhazy - Community
Estevan - Orpheum
Eston - Eston
Foam Lake - Foam Lake
Fort Qu'Appelle - Dick's
Fox Valley - Fox Valley
Golden Prairie - Rex
Govan - Pastime
Gravelbourg - Legion
Grenfell - Windsor

Gull Lake - Lyceum
Hodgeville - Myers
Hudson's Bay Jct. - Legion
Humboldt - Lux
Imperial - Lyceum
Indian Head - Auditorium
Kamsack - Elite
Kelvington - Gaiety
Killiker - Community
Kerrobert - Orpheum
Kindersley - Rex
Kinistino - Marlowe's
Kipling - Kipling
Kyle - Kyle
La Fleche - Globe
Langenburg - Capitol

Saskatchewan (Cont'd.) -

Lashburn - Community Hall
 Leader - Star
 Leask - Marks
 Lemberg - Lemberg Community
 Limerick - Palace
 Lloydminster - Empress
 Lucky Lake - Mirror
 Luseland - Luseland Community
 Macklin - Memorial Hall
 Maidstone - Maidstone
 Maple Creek - Grand
 Marsden - Community
 Melfort - Grand
 Melville - Princess
 Meyronne - Municipal
 Moose Jaw - Capitol
 " " - Orpheum
 " " - Royal
 " " - Savoy
 Moosomin - Lyric
 Morse - Town Hall
 Mossbank - Rose
 Naicam - Community
 Neilburg - Community
 Nipawin - Nipawin

Nokomis - Nokomis
 Norquay - Norquay
 North Battleford - Empress
 Outlook - Lyric
 Oxbow - Palladium
 Pelly - Pelly Memorial
 Perdue - Onyx
 Plato - Plato Community
 Prince Albert - Orpheum
 " " - Strand
 Punnichy - Planchet's
 Radisson - Town Hall
 Radville - Princess
 Raymore - Raymore
 Regina - Capitol
 " - Grand
 " - Metropolitan
 " - Rex
 " - Roxy
 Riverhurst - Hollywood
 Rosetown - Unique
 Rose Valley - Pioneer
 Rosthern - Orpheum
 Saskatoon - Capitol
 " - Daylight

Saskatoon - Ritz
 " - Roxy
 " - Tivoli
 Sceptre - Palace
 Semans - Coliseum
 Shaunavon - Plaza
 Star City - Roxy
 Swift Current - Eagle
 " " - Lyric
 Tisdale - Falcon
 Turtleford - Recreation
 Unity - Star
 Val Marie - Val Marie
 Vanguard - Vanguard
 Viscount - Community
 Wadena - G. W. V. A. Hall
 Watrous - Little Manitou
 Watson - Star
 Weyburn - Hi-Art
 Whitewood - Rex
 Wilkie - Marnel
 Willow Bunch - Willow Bunch
 Wolseley - Savoy
 Wynyard - Legion
 Yorkton - Roxy

Alberta

Banff - Lux
 Bashaw - Lyric
 Bellevue - Cole's
 Big Valley - Lyceum
 Blairmore - Orpheum
 Brooks - Gayety
 Burdett - Community
 Cadomin - Cadomin
 Calgary - Capitol
 " - Crescent
 " - Grand
 " - Isis
 " - Kinema
 " - Plaza
 " - Palace
 " - Strand
 " - Tivoli
 " - Variety
 Camrose - Bailey
 Canmore - Opera House
 Cardston - Palace
 Castor - Pekin Hall
 Champion - Champion
 Chauvin - Chauvin
 Claresholm - Rex

Coal Valley - Community
 Coleman - Palace
 Coronation - Star
 Dewberry - Community
 Drumheller - Napier
 East Coulee - Star
 Edgerton - Edgerton
 Edmonton - Avenue
 " - Capitol
 " - Dreamland
 " - Empress
 " - Gem
 " - Princess
 " - Rialto
 " - Strand
 Edson - New Edson
 Fort McMurray - Fort
 Grande Prairie - Capitol
 Granum - Starland
 Hanna - Capitol
 Hardisty - Kiefer's
 High River - Wales
 Hillcrest - Cole's
 Irma - Kiefer's
 Jasper - Chaba

Lacombe - Avalon
 Lethbridge - Capitol
 " - Roxy
 Luscar - Luscar
 Macleod - Empress
 Magrath - Empress
 Mayerthorpe - Mayerthorpe
 Medicine Hat - Monarch
 " " - New Dreamland
 Mirror - Grand
 Mountain Park - Mountain Park
 Nordegg - Empress
 Olds - Mayfair
 Paradise Valley - Valley
 Peace River - Boyd
 Picture Butte - Melody
 Pincher Creek - Opera House
 Ponoka - Empress
 Provost - Royal
 Raymond - Capitol
 Red Deer - Crescent
 Rockfort Bridge - Rockfort
 Rocky Mountain House - Pastime
 St. Paul - Elite
 Sangudo - Sangudo

Alberta (Cont'd.) -

Sedgewick - Sedgewick
Sexsmith - Grand
Stettler - Stettler
Strathmore - Hirtle's

Sylvan Lake - Uptown
Taber - Rex
Vegreville - Vimy
Vermilion - Columbia

Viking - Elks
Wainwright - Elite
Wayne - Rex
Wetaskiwin - Audien

British Columbia

Abbotsford - Abbotsford
Armstrong - Star
Ashcroft - Ash
Athlmer - Athlmer
Atlin - Globe
Bralorne - Community Hall
Britannia Beach - Tunnel Hall
Chilliwack - Strand
Courtenay - Bickle
Cranbrook - Star
Creston - Grand
Cumberland - Ilo Ilo
Dawson Creek - Carlsania
Duncan - Capitol
Ferne - Orpheum
Grand Forks - Granada
Greenwood - Greenwood
Hedley - Community
Hollyburn - Hollyburn
Kamloops - Capitol
Kelowna - Empress
Kimberley - Orpheum
Ladner - Ladner
Ladysmith - Rialto
Langley Prairie - Langley
Masset - Masset Hall
Merritt - Rex
Michel - Opera House
Mission City - Victory
Nanaimo - Capitol
" - Strand
Natal - Opera House
Nelson - Capitol

New Westminster - Columbia
" " - Edison
" " - Westminster
North Vancouver - Lonsdale
Oak Bay - Oak Bay
Ocean Falls - Pacific Mills
Oliver - Oliver
Penticton - Empress
Port Alberni - Capitol
" " - Port
Port Alice - Port Alice
Powell River - Patricia
Premier - Community Hall
Prince George - Strand
Prince Rupert - Capitol
Princeton - Capitol
Quesnel - Rex
Revelstoke - Province
Rossland - Capitol
Salmon Arm - Rex
Sointula - Opera House
Stewart - Opera House
Trail - Liberty
" - Rialto
Vancouver - Alma
" - Beacon
" - Broadway
" - Capitol
" - Colonial
" - Dominion
" - Dunbar
" - Fairview
" - Fraser

Vancouver - Globe
" - Grandview
" - Hollywood
" - Kerrisdale
" - Kingsway
" - Kitsilano
" - Little
" - Lyric
" - Marpole
" - Music Box
" - Olympia
" - Orpheum
" - Plaza
" - Princess
" - Regent
" - Rex
" - Royal
" - Stanley
" - Star
" - Strand
" - Victoria
" - Windsor
Vernon - Empress
Victoria - Atlas
" - Capitol
" - Columbia
" - Dominion
" - Plaza
Wells - Sunset
West Summerland - Rialto
Westview - Roxy
Williams Lake - Oliver
Wingdam - Wingdam Hall

Yukon

Dawson City - Dawson Family



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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

**MOTION PICTURE THEATRES
IN CANADA**

1937



OTTAWA
1938

Price 25 cents

MOTION PICTURE THEATRES IN CANADA, 1937

Table of Contents

	<u>Page</u>
Summary	2
Per Capita Expenditure	3
Present Value of Canadian Theatres	4
Trend in Motion Picture Receipts	4
Amount of Annual Receipts	4
Type of Ownership	5
Efficiency of Theatres	5
Vaudeville and Stage Presentations	5
Year of Construction	6
Itinerant Operators	7
Film Exchanges	7
List of Theatres	22

General Tables

	<u>Page</u>
Table 1.--Summary of Motion Picture Statistics, 1937	8
Table 2.--Present Value of Land and Buildings Occupied, and Equipment and Fixtures Used by Motion Picture Theatres, by Provinces, 1937 ..	9
Table 3.--Trend in Motion Picture Receipts, by Provinces, 1930-1937	10
Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, 1937	11
Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1937	13
Table 6.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, 1937	14
Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, 1937	15
Table 8.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres in Selected Cities, 1937 (Theatres Classified as First, Second or Subsequent-run)	16
Table 9.--Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations and Number of Days on which such Presentations were Shown, by Provinces, 1937	18
Table 10.--Motion Picture Theatres Classified According to Date of Original Construction, by Economic Divisions, 1937	19
Table 11.--Motion Picture Theatres Classified According to Date of Original Construction and Year of Latest Remodelling, Canada, 1937	21
Table 12.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1937	21

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1937

Summary

The Annual Survey of Motion-Picture Theatres in Canada, made by the Census of Merchandising and Service Establishments, for the year 1937 shows a total attendance of 134,374,061 and box-office receipts of \$32,499,300, exclusive of amusement taxes and collections of itinerant operators, thus recording a substantial increase both in receipts and admissions for the fourth consecutive year. These figures compared with those for 1936 show increases of 9.8 per cent in amount of receipts and 5.4 per cent in number of admissions. The difference in these percentage increases indicates a slight rise in the average price of admission from 23.2 cents in 1936 to 24.2 cents in 1937. The number of permanently equipped theatres in operation was 1,047, up by 88 from 1936, this increase being due partly to new construction, but largely to new permanent installations made in public halls in the Western Provinces. There were 2,894 male and 1,656 female employees in Canadian theatres during the year. The total payroll was \$5,627,300, an increase of \$698,600 over 1936. In addition to the theatres shown in the general tables in this report, 39 itinerant operators were reported as having receipts of \$78,300 for 408,813 paid admissions to their travelling shows.

Provincial summaries show paid admission increases in all provinces except Saskatchewan. Alberta led with a gain of 7.3 per cent due largely to the development of several halls previously operated by itinerant operators into full-fledged motion picture houses. Ontario was second in point of view of increased attendance with an increase of 6.4 per cent followed by Manitoba with 6.2 per cent; British Columbia, 5.7 per cent; Quebec, 5.3 per cent; Prince Edward Island, 4.6 per cent; New Brunswick, 4.2 per cent; Nova Scotia, 0.8 per cent; while admissions in Saskatchewan dropped off 2.0 per cent. The average price of admission, exclusive of amusement taxes, varied from 27.9 cents in Prince Edward Island to 21.9 cents in New Brunswick as follows: Prince Edward Island, 27.9; Alberta, 26.0; Saskatchewan, 25.5; Ontario, 25.2; British Columbia, 23.6; Nova Scotia, 23.1; Quebec, 22.8; Manitoba, 22.7; and New Brunswick, 21.9.

The total seating capacity of Canadian theatres was increased by 35,410, reaching a total of 601,611 seats during 1937, 28 per cent of which, on an average, was occupied at each performance. Based on Canada's estimated population of 11,120,000 in 1937, the Dominion was provided with one theatre for every 10,620 persons and one theatre seat for every 18 persons.

For the first time data are available covering the value of the property and equipment used by motion-picture exhibitors. The total reported value of \$67,538,400 is made up of \$15,469,100 for land, \$39,518,600 for buildings, and \$12,550,700 for equipment. The average total value per theatre in Canada is slightly more than \$64,500.

A survey was also made of stage presentations both along with and without the motion-picture program. During 1937 only 252 theatres out of the total of 1,047 gave performances from the stage, 108 theatres gave a total of 1,104 amateur night performances, 141 theatres gave 4,389 days of professional vaudeville in addition to their picture programs, and 38 theatres were opened for 374 days to legitimate, professional stage shows.

Slightly more than one-half of Canada's theatres are operated under independent or single ownership; that is, by persons or companies owning only one establishment. Another 119 are operated by owners of either 2 or 3 units, while 359 theatres are operated by corporations or individuals owning 4 or more establishments. The "independents" receipts amounted to \$9,311,200 or 28.7 per cent of the total; 8.5 per cent went to those owning 2 or 3 theatres, while 62.8 per cent of the total receipts were taken by those owning four theatres or more.

Per Capita Expenditure

The per capita expenditure is based on the total estimated population of Canada for the year. Conforming with the upward trend in total receipts there has been a gradual increase in per capita expenditures since 1933, when it averaged \$2.33 per person. This advanced to \$2.36 in 1934, \$2.50 in 1935, \$2.70 in 1936, and \$2.93 in 1937. British Columbia continues to have the highest per capita expenditure, followed by Ontario, Manitoba, Alberta, Nova Scotia, Quebec, New Brunswick, Saskatchewan and Prince Edward Island.

Per Capita Expenditure on Motion-Picture Entertainment, Canada and the Provinces, 1930 - 1937

(Exclusive of amusement taxes)

Province	1930	1931	1932	1933	1934	(1) 1935	(1) 1936	(1) 1937
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	3.28	2.73	2.33	2.36	2.50	2.70	2.93
Prince Edward Island ..	2.14	1.56	1.12	0.96	0.96	1.04	1.15	1.23
Nova Scotia	3.53	2.67	2.09	1.79	1.84	2.09	2.27	2.41
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64	1.78	1.86
Quebec	2.94	2.69	2.26	1.86	1.80	1.91	2.02	2.15
Ontario	4.70	4.29	3.68	3.09	3.16	3.19	3.49	3.90
Manitoba	3.94	3.41	2.90	2.56	2.58	2.72	2.83	3.07
Saskatchewan	2.19	1.65	1.32	1.12	1.15	1.28	1.51	1.48
Alberta	3.28	2.29	1.88	1.92	1.85	2.21	2.33	2.44
British Columbia	6.05	5.09	3.89	3.52	3.71	4.15	4.31	4.82

(1) Based on total receipts of regular theatres and itinerant operators.

While no estimate can be made of the actual number of theatre-goers and the above figures are, of necessity, based on the total population, a large percentage of the total receipts is confined to the larger population areas, and the per capita expenditure would, therefore, be much larger in these urban centres. About 53 per cent of the total 1937 receipts were taken in at box offices in cities of 100,000 population and over, another 27.2 per cent in places of 10,000 to 100,000 population and only 19.7 per cent or less than one-fifth of the total receipts in cities and towns of less than 10,000 people.

Present Value of Canadian Theatres

The estimated value of Canadian theatres was placed at slightly over \$67½ million in 1937. No attempt was made to determine the original investment or capital expenditure, as the age of some theatres and the number of times they have changed ownership makes such figures almost impossible to obtain. Table No. 2 is based on the estimated or book value of theatre property and equipment as it existed at the end of 1937. Out of the total of \$67½ million for all property, about \$15½ million was allotted to land occupied by theatre buildings and public halls used as theatres, \$39½ million to the buildings proper, and \$12½ million to projection, stage and lighting equipment and fixtures. The average value per theatre in Canada is \$64,506. Ontario with the largest number of theatres reported a property value of \$29,549,100, or an average of \$84,667 per theatre. Quebec, with the second largest number of theatres, reported a total value of \$15,735,400, or an average of \$94,791 per theatre. This average drops to \$68,047 in British Columbia, \$43,604 in the Maritimes, and \$33,640 in the Prairie Provinces, where many small theatres are in operation.

Trend in Motion-Picture Receipts

Motion-picture receipts continued their upward trend in 1937 along with an increased number of theatres and a steadily increasing attendance. Receipts for the year came within 16 per cent of the 1930 figure and were 26 per cent above the low point reached in 1933. Gains of from 4 to 10 per cent over 1936 were recorded in all provinces except Saskatchewan, which showed a small decline of 1 per cent.

Principle statistics for selected cities show upward trends in both receipts and admissions for most of the large centres. Declines were shown in St. John, St. Thomas, Saskatoon and Edmonton over the previous year. The average price of admission is lowest in St. John at 19.1 cents and highest in Sudbury at 28.3 cents. New Brunswick has the lowest average price of admission for any province at 21.9 cents with Manitoba second at 22.7 cents followed by Quebec at 22.8 cents, Nova Scotia, 23.1 cents; British Columbia, 23.6 cents; Ontario, 25.2 cents; Saskatchewan, 25.5 cents; Alberta, 26.0 cents. Prince Edward Island stands highest with an average of 27.9 cents. Receipts increased for the year by a slightly greater percentage than the admissions, reflecting a slight increase in the general average price of theatre admissions.

Theatres Classified According to Amount of Annual Receipts

Wide variations are shown in the scale of operations of theatres throughout Canada. There were 165 theatres, or almost 16 per cent of the total, having annual receipts of less than \$2,500 for 1937, while 56 theatres, or 5 per cent of the total, had paid admissions amounting to over \$100,000 per theatre. More than 25 per cent of theatres had a total annual revenue of less than \$5,000 each and accounted for less than 1 per cent of the total receipts and admissions, while in the upper brackets 18 per cent of the theatres attracted over 53 per cent of the patrons and collected slightly less than 60 per cent of the total receipts. The smaller theatres are grouped largely in the prairie provinces where 54 per cent of the theatres receive less than

\$5,000 per annum, while the larger group consists mainly of first-run theatres in the large cities of Canada and, naturally, are favourably situated to attract the large theatre-going audiences. Ontario had 89 theatres, with yearly receipts of \$50,000 and over; Quebec had 44 theatres in this group, the Prairie Provinces, 26; British Columbia, 21; and the Maritimes, 10; making a total of 190 theatres as compared with 170 theatres having the same rating in 1936.

Theatres Classified According to Ownership

From the standpoint of number of theatres, the "Independents" or those under single ownership, form the leading group. There were 569 such theatres and these, forming 54.3 per cent of the total number, had 28.7 per cent of the total receipts and 31.9 per cent of the total admissions. There were 119 theatres under "Multiple" ownership; that is, companies or individuals owning and operating either 2 or 3 theatres. Although this group is small and is confined mostly to the smaller theatres, 8.5 per cent of the total receipts and 10.0 per cent of the admissions went to these shows during 1937. The "Chain" group, or those owning 4 theatres or more, operated 359 theatres in 1937, had 62.8 per cent of the total receipts and 58.1 per cent of the total patronage.

Efficiency of Theatres

Table 7 of this report presents the relationship of actual admissions to total possible admissions having regard to the seating capacity and number of performances of each theatre. The first column of the table shows the actual number of admissions. The second column headed "potential admissions" represents the maximum number of admissions possible and is the number there would have been if every seat had been filled for every performance. The average ratio of actual to possible admissions for all theatres is 28 per cent for 1937 compared with 29 per cent for 1936. On a provincial basis, British Columbia leads in this respect with an average of 33 per cent, Ontario is second with 31 per cent, Alberta averaged 30 per cent; Manitoba, 27 per cent; Quebec and New Brunswick, 26 per cent; Nova Scotia, 24 per cent; Saskatchewan, 23 per cent; and Prince Edward Island, 21 per cent.

Considerable variations in efficiency ratios are noted for the several cities for which separate data can be published. Toronto had a ratio of actual to possible attendance of 35.2 per cent and Vancouver was second with 33.3 per cent, followed by Ottawa with 31.3 per cent and Edmonton at 31.2 per cent. Table 8 gives this comparison for selected cities and, where possible, for first, second and subsequent-run theatres. It is interesting to note that the average efficiency is generally higher in both the second and subsequent-run theatres than in the first-run. This is due largely to first-run theatres being "continuous" shows, many of them showing morning as well as afternoon and evening performances, averaging as high as 5 or 6 per day, while the second-run houses restrict themselves largely to evening shows with one or two performances per day. The highest average of any group is found in a group of 17 second-run theatres in Vancouver where the efficiency reaches 39.4 per cent. In Toronto the average is 38.6 per cent for second-run and 38.4 per cent for subsequent-run houses, compared with 27.2 per cent for 9 first-run theatres. Montreal's average of 25.9 per cent is lower than that for other large cities, this being due, in part, to many down-town theatres with large seating capacities and partly to restrictions on juvenile attendance. London had a ratio of 21.6 per cent, this being the lowest for any city for which separate figures are available.

Vaudeville and Stage Presentations

Prior to 1927 no theatre was complete without a stage and orchestra pit, where in the more expensive shows the musicians played not only for the stage presentations in the interlude between the picture performances, but also during the

picture itself, supplying many sound effects and a tempo of music to match the movements on the screen.

With the coming of sound pictures, music during the picture was necessarily abandoned. The vaudeville acts began to be replaced by sound shorts and with the new vogue of double-feature programs less and less attention was paid to stage performances. Many of the newer theatres are now constructed with no provision for orchestra, stage or lighting equipment. Apart from vaudeville and motion-picture theatres almost every town of any size used to boast of an opera house where stock companies and minstrel shows were presented from time to time. Most of these opera houses have now been converted or replaced by sound motion-picture establishments. In 1937, however, 58 theatres presented at least one or more nights of professional stage shows unaccompanied by any motion-picture program. Manitoba leads in this field with 142 nights played and Ontario is second with 116. The year saw 141 theatres give their patrons vaudeville performances along with their picture offerings for a total of 4,389 days or an average of 31 days for each theatre. Quebec leads in vaudeville offerings with 1,919 days playing. In other places, "Amateur nights" were used as added attractions by 108 exhibitors. These theatres averaged slightly over 10 nights each, for a total of 1,104 such performances. In all, only 252 theatres, or about 25 per cent of the total, used their stages during the year. Ontario led with 81, then Quebec with 60, Alberta, 27; Saskatchewan, 23; Nova Scotia, 19; British Columbia, 17; Manitoba, 16; New Brunswick, 8; and Prince Edward Island, 1.

Theatres Classified According to Year of Construction

Many of the one-time opera houses and auditoriums in smaller centres have been converted into motion-picture houses and along with many of our largest urban theatres made up a total of 446 theatres in Canada that were constructed before 1920 and are still in use. The total value of these early theatres reaches over \$29 million and over 46 per cent of the 1937 receipts were taken in at these places. As shown in Table 11, 177 of these theatres have never received any extensive alterations. The installation of sound equipment which took place in theatres during the late 20's was not considered as an alteration or remodelling of the theatre. Construction of theatres increased rapidly from 1920 to 1930, when a total of 355 theatres were opened, 55.9 per cent of the theatres now in operation being built in these 10 years. The period from 1930 to 1933 brought decline in motion-picture receipts and naturally a consequent falling off in new construction. While receipts rose again in 1934 and 1935, construction remained backward until confidence in the future was once more restored. In 1936 and 1937, 109 new theatres were placed in operation, having a total value of \$4,260,200. The trend in recent construction seems to favour the smaller "neighbourhood" theatres as evidenced by the average value of \$40,675 for those constructed in 1937, as compared with over \$65,000 for those built prior to 1920, \$96,708 for those in 1920 to 1924, and \$64,754 for those in the prosperous years of 1925 to 1929.

Quebec with 166 theatres having a total value of \$15,735,400 leads in average value at \$94,791 per theatre. Ontario's 349 theatres average \$84,667 each. In both cases, the more expensive theatres were constructed between 1920 and 1924.

Besides the construction of 41 new theatres in 1936, 96 of the older theatres were remodelled and brought up to date. In 1937, 68 new theatres were constructed and 118 remodelled, 80 of which were constructed before 1925.

Out of 959 theatres in operation during 1936, 32 were closed in 1937. By provinces, 14 were closed in Saskatchewan, 5 in British Columbia, 4 in Alberta, 3 in Quebec, 2 in each of Manitoba and Nova Scotia, and 1 in Ontario and Quebec. One hundred and twenty theatres, having a total value of \$3,423,300, were either newly built or remodelled and re-opened.

Itinerant Operators

Moveable projection equipment is not permissible in some provinces, although Prince Edward Island and the Western Provinces still issue licenses to operators who cover many of the smaller towns and villages. Thirty-nine of these operators reported for 1937, giving their total receipts, total paid admissions and the number of shows held or the number of playing dates. Very few operate regularly throughout the year. A comparison with 1936 is as follows:

Itinerant Operators

	1936	1937
Number reporting	44	39
Total receipts	\$ 132,800	\$ 78,300
Number of admissions	502,653	408,813
Total number of days played.	-	5,325

Film Exchanges

The clearing house for motion pictures is the Film Exchange. Because of the tremendous expense involved in the production of a standard motion-picture film, no theatre is able to buy a feature outright. Thus, film distributing agencies have grown up through which the producer rents or leases his film to a theatre owner for a certain number of days, and with that lease guarantees a "clearance" or time limit before any of his competitors can secure a lease on the same film. These exchanges all operate under provincial license and no film is allowed to be released by them until it has received the approval of the Censor Board.

Sixty-three Exchanges were in operation during 1937. Total receipts from film rentals amounted to \$8,579,000. In all, 636 persons were employed in this branch of the industry and the 1937 payroll amounted to \$1,062,900.

Table 1.—Summary of Motion Picture Theatre Statistics, 1937.

Province	Number of Theatres	Number of Employees		Salaries and Wages	Receipts (1)
		Male	Female		
CANADA	1,047	5,294	1,656	5,627,300	32,499,300
Prince Edward Island	4	14	11	13,300	110,300
Nova Scotia	54	219	98	199,400	1,298,600
New Brunswick	34	135	65	122,600	821,300
Quebec	166	1,078	323	961,100	6,749,700
Ontario	349	2,261	562	2,520,900	14,457,000
Manitoba	90	396	191	386,100	2,196,400
Saskatchewan	123	292	81	242,700	1,351,000
Alberta	127	374	82	393,600	1,880,000
British Columbia (2)	100	525	243	787,600	3,635,000

(1) Not including amusement taxes.

(2) Includes Yukon.

Table 2.--Present Value of Land and Buildings Occupied, and Equipment and Fixtures Used
by Motion Picture Theatres, by Provinces, 1937.

Province	Number of Theatres	Receipts \$	Present Value			
			Total \$	Land \$	Buildings \$	Equipment \$
CANADA	1,047	32,499,300	67,538,400	15,469,100	39,518,600	12,550,700
Prince Edward Island	4	110,300	170,400	21,200	113,600	35,600
Nova Scotia	54	1,298,600	2,614,800	410,800	1,731,500	472,500
New Brunswick	34	821,300	1,226,400	154,600	831,300	240,500
Quebec	166	6,749,700	15,735,400	4,547,500	8,916,500	2,271,400
Ontario	349	14,457,000	29,549,100	5,920,600	17,571,500	6,057,000
Manitoba	90	2,196,400	4,474,200	1,083,000	2,754,900	636,300
Saskatchewan	123	1,351,000	3,113,700	703,400	1,725,800	684,500
Alberta	127	1,880,000	3,849,700	846,200	2,243,600	759,900
British Columbia	100	3,635,000	6,804,700	1,781,800	3,629,900	1,393,000

Table 3.—Trend in Motion Picture Receipts by Provinces, 1930-1937.

Province	Total Receipts (1)				Index of Receipts (1930 = 100)									
	1930	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937		
	\$	\$	\$	\$										
CANADA	38,473,500	24,897,100	29,610,300	32,499,300	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5		
Prince Edward Island	188,300	85,700	103,200	110,300	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6		
Nova Scotia	1,814,500	933,300	1,217,600	1,298,600	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6		
New Brunswick	1,093,400	556,500	775,400	821,300	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1		
Quebec	8,301,800	5,510,500	6,245,200	6,749,700	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3		
Ontario	15,900,900	10,960,200	12,888,400	14,457,000	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9		
Manitoba	2,712,800	1,818,400	2,007,100	2,196,400	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0		
Saskatchewan	1,977,300	1,046,600	1,369,300	1,351,000	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3		
Alberta	2,323,700	1,433,200	1,734,100	1,880,000	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9		
British Columbia(2)	4,166,800	2,552,700	3,270,000	3,635,000	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2		

(1) Receipts given do not include amusement taxes or itinerant operators.

(2) Includes Yukon.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, 1937.

Province or City	Number of Theatres		Seating Capacity, 1937	Receipts (1)		% change	Admissions		% change	Average Price, 1937
	1936	1937		1936	1937		1936	1937		
CANADA	959	1,047	601,611	29,610,300	32,499,300	+ 9.8	127,441,574	134,374,061	+ 5.4	24.2
Prince Edward Island	4	4	2,414	103,200	110,300	+ 6.9	378,171	395,643	+ 4.6	27.9
Nova Scotia	55	54	30,863	1,217,600	1,298,600	+ 6.7	5,579,356	5,621,911	+ 0.8	23.1
Halifax	7	8	7,061	404,000	424,700	+ 5.1	1,957,939	1,770,897	- 9.6	24.0
Sydney	3	3	2,072	128,200	138,000	+ 7.6	598,471	632,993	+ 5.8	21.8
Other Places	45	43	21,730	685,400	735,900	+ 7.4	3,022,946	3,218,021	+ 6.5	22.9
New Brunswick	34	34	18,266	775,400	821,300	+ 5.9	3,605,771	3,757,796	+ 4.2	21.9
St. John	7	7	6,150	312,900	302,700	- 3.3	1,631,054	1,580,895	- 3.1	19.1
Other Places	27	27	12,116	462,500	518,600	+12.1	1,974,717	2,176,901	+10.2	23.8
Quebec	154	166	115,603	6,245,200	6,749,700	+ 8.1	28,103,958	29,592,010	+ 5.3	22.8
Montreal (3)	62	66	69,406	4,797,300	4,922,100	+ 2.6	22,006,918	22,328,596	+ 1.5	22.0
Quebec	11	11	8,436	438,900	492,000	+12.1	2,218,379	2,286,037	+ 3.0	21.5
Three Rivers	4	4	3,235	119,000	127,100	+ 6.8	519,143	490,766	- 5.5	25.9
Drummondville	(x)	3	2,212	(x)	68,400	-	(x)	263,207	-	26.0
Other Places	77	82	32,314	890,000	1,140,100	+28.1	3,359,518	4,223,404	+25.7	27.0
Ontario	325	349	241,867	12,888,400	14,457,000	+12.2	53,974,133	57,434,014	+ 6.4	25.2
Toronto	102	105	85,799	5,198,300	5,653,300	+ 8.8	22,301,324	22,710,763	+ 1.8	24.9
Hamilton	18	19	17,937	885,000	976,300	+10.3	4,194,151	4,286,057	+ 2.2	22.8
Ottawa	12	13	12,524	888,900	904,900	+ 1.8	3,922,811	3,965,287	+ 1.1	22.8
Windsor	8	8	8,202	409,300	515,400	+25.9	1,826,535	2,238,103	+22.5	23.0
London	7	8	8,149	467,400	504,400	+ 7.9	1,691,618	1,939,554	+14.6	26.0
Sudbury	3	3	2,792	267,900	318,900	+19.0	1,000,016	1,128,770	+12.9	28.3
St. Thomas	3	3	2,809	107,600	104,600	- 2.8	459,410	388,998	-15.3	26.9
Barrie	(x)	3	1,752	(x)	53,000	-	(x)	248,785	-	21.3
Other Places	172	187	101,903	4,664,000	5,426,200	+16.3	18,578,268	20,527,897	+10.5	26.4

See footnotes at end of table.

(Continued on Page 12)

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, 1937—(Cont'd.)

Province or City	Number of Theatres, 1936	Seating Capacity, 1937	Receipts (1)			Admissions			Average Price, 1937
			1936	1937	% change	1936	1937	% change	
Manitoba	77	90	2,007,100	2,196,400	+ 9.4	9,091,141	9,657,941	+ 6.2	22.7
Winnipeg (4)	32	31,297	1,592,000	1,785,400	+12.1	7,205,339	7,811,611	+ 8.4	22.9
Other Places	45	17,131	415,100	411,000	- 1.0	1,885,802	1,846,330	- 2.1	22.3
Saskatchewan	123	42,479	1,369,300	1,351,000	- 1.3	5,411,228	5,302,161	- 2.0	25.5
Saskatoon	5	4,266	295,600	277,200	- 6.2	1,303,432	1,226,258	- 5.9	22.6
Regina	5	4,424	352,000	359,000	+ 2.0	1,331,156	1,354,425	+ 1.7	26.5
Moose Jaw	4	2,012	133,700	125,100	- 6.4	559,367	504,161	- 9.9	24.8
Other Places	109	31,777	588,000	589,700	+ 0.3	2,217,273	2,217,317	+ 0.0	26.3
Alberta	87	12,834	1,734,100	1,880,000	+ 8.4	6,738,730	7,230,881	+ 7.3	26.0
Calgary	10	8,222	557,900	553,500	- 0.8	2,185,035	2,177,841	- 0.3	25.4
Edmonton	8	6,545	607,000	632,600	+ 4.2	2,418,771	2,466,411	+ 2.0	25.6
Other Places	69	28,259	569,200	693,900	+21.9	2,134,924	2,586,629	+21.2	26.8
British Columbia (5)	100	58,857	3,270,000	3,635,000	+11.2	14,559,086	15,381,704	+ 5.7	23.6
Vancouver	31	27,977	1,850,100	2,036,900	+10.1	8,950,627	9,131,173	+ 2.0	22.3
New Westminster	3	2,443	135,900	140,500	+ 3.4	627,543	622,836	- 0.8	22.6
Other Places	66	28,437	1,284,000	1,457,600	+13.5	4,980,916	5,627,695	+13.0	25.9

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lachine, Verdun, Westmount and Outremont.

(4) Includes St. James.

(5) Includes Yukon.

(6) The increase in number of theatres in Alberta is due to the inclusion of places previously listed as itinerant halls, which are now permanently-equipped buildings.

(x) Indicates figures withheld to avoid disclosing individual operations.

Table 5.--Distribution of Motion Picture Theatres According to
Amount of Annual Receipts, by Economic Divisions, 1937.

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions	
	Number	%	Amount \$	%	Number	%
CANADA	1,047	100.0	32,499,300	100.0	134,374,061	100.0
Less than \$2,500	165	15.8	243,500	.7	982,759	.7
\$2,500 - \$4,999	107	10.2	360,000	1.1	1,362,915	1.0
\$5,000 - \$9,999	123	11.7	883,900	2.7	3,563,877	2.7
\$10,000 - \$19,999	162	15.5	2,367,800	7.3	11,096,984	8.3
\$20,000 - \$29,999	143	13.7	3,506,800	10.8	17,244,334	12.8
\$30,000 - \$49,999	157	15.0	5,923,100	18.2	28,718,357	21.4
\$50,000 - \$99,999	134	12.8	9,416,200	29.0	40,169,599	29.9
\$100,000 and over	56	5.3	9,798,000	30.2	31,235,236	23.2
Maritime Provinces	92	100.0	2,230,200	100.0	9,775,350	100.0
Less than \$2,500	9	9.8	9,600	.4	39,986	.4
\$2,500 - \$4,999	9	9.8	31,500	1.4	129,046	1.3
\$5,000 - \$9,999	12	13.0	86,700	3.9	380,566	3.9
\$10,000 - \$19,999	18	19.6	256,200	11.5	1,153,963	11.8
\$20,000 - \$29,999	17	18.5	422,600	18.9	1,928,791	19.7
\$30,000 - \$49,999	17	18.5	661,700	29.7	3,247,657	33.2
\$50,000 and over	10	10.8	761,900	34.2	2,895,341	29.7
Quebec	166	100.0	6,749,700	100.0	29,592,010	100.0
Less than \$2,500	16	9.6	27,200	.4	122,787	.4
\$2,500 - \$4,999	12	7.2	38,600	.6	162,665	.5
\$5,000 - \$9,999	22	13.3	157,700	2.3	660,216	2.2
\$10,000 - \$19,999	18	10.8	277,800	4.1	1,298,440	4.4
\$20,000 - \$29,999	31	18.7	773,700	11.5	3,772,939	12.7
\$30,000 - \$49,999	23	13.9	852,900	12.6	5,078,296	17.2
\$50,000 - \$99,999	31	18.7	2,199,800	32.6	10,116,423	34.2
\$100,000 and over	13	7.8	2,422,000	35.9	8,380,244	28.4
Ontario	349	100.0	14,457,000	100.0	57,434,014	100.0
Less than \$2,500	10	2.9	12,200	.1	54,255	.1
\$2,500 - \$4,999	13	3.7	49,900	.3	178,900	.3
\$5,000 - \$9,999	35	10.0	256,800	1.8	1,111,018	1.9
\$10,000 - \$19,999	73	20.9	1,082,500	7.5	5,217,612	9.1
\$20,000 - \$29,999	63	18.1	1,536,700	10.6	7,525,324	13.1
\$30,000 - \$49,999	66	18.9	2,457,800	17.0	11,522,704	20.1
\$50,000 - \$99,999	64	18.3	4,605,600	31.9	18,615,212	32.4
\$100,000 and over	25	7.2	4,455,500	30.8	13,208,989	23.0
Prairie Provinces	340	100.0	5,427,400	100.0	22,190,933	100.0
Less than \$2,500	122	35.9	184,600	3.4	732,393	3.3
\$2,500 - \$4,999	64	18.8	209,400	3.9	808,754	3.6
\$5,000 - \$9,999	39	11.5	286,800	5.3	1,116,790	5.0
\$10,000 - \$19,999	38	11.2	527,100	9.7	2,312,062	10.4
\$20,000 - \$29,999	19	5.6	462,500	8.5	2,260,197	10.2
\$30,000 - \$49,999	32	9.4	1,234,900	22.8	5,652,226	25.5
\$50,000 - \$99,999	17	5.0	1,182,500	21.8	4,966,085	22.4
\$100,000 and over	9	2.6	1,339,600	24.6	4,342,476	19.6

(Continued on Page 14)

Table 5. -- Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1937 -- (Cont'd.) --

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
			\$			
British Columbia	100	100.0	3,635,000	100.0	15,381,704	100.0
Less than \$2,500	8	8.0	9,900	.3	33,338	.2
\$2,500 - \$4,999	9	9.0	30,600	.8	33,550	.5
\$5,000 - \$9,999	15	15.0	95,900	2.6	295,287	1.9
\$10,000 - \$19,999	15	15.0	224,200	6.2	1,114,907	7.2
\$20,000 - \$29,999	13	13.0	311,300	8.6	1,757,083	11.5
\$30,000 - \$49,999	19	19.0	715,800	19.7	3,217,474	20.9
\$50,000 and over	21	21.0	2,247,300	61.8	8,880,065	57.8

Table 6. -- Motion Picture Theatres Classified According to Number of Theatres under Same Ownership, 1937.

Number of Theatres Under Same Ownership.	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
			\$			
TOTAL	1,047	100.0	32,496,300	100.0	134,374,061	100.0
One	569	54.3	9,311,200	28.7	42,805,712	31.9
Two	74	7.1	1,764,800	5.4	8,117,853	6.0
Three	45	4.3	1,020,000	3.1	5,378,720	4.0
Four to Ten	69	6.6	1,791,500	5.5	7,703,733	5.7
Eleven to Twenty	52	5.0	2,215,500	6.8	9,635,685	7.2
Twenty-One and Over	238	22.7	16,396,300	50.5	60,732,358	45.2

Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, 1937.

Province	Number of Admissions	Potential Admissions	Average
CANADA	134,374,061	470,855,670	28
Prince Edward Island	395,643	1,843,304	21
Nova Scotia	5,621,911	23,246,396	24
New Brunswick	3,757,796	14,188,696	26
Quebec	29,592,010	114,925,713	26
Ontario	57,434,014	187,488,384	31
Manitoba	9,657,941	36,204,718	27
Saskatchewan	5,302,161	22,619,175	23
Alberta	7,230,881	24,088,095	30
British Columbia	15,381,704	46,251,139	33

Table 8.—Average Percentage of Seating Capacity Utilized
in Motion Picture Theatres in Selected Cities, 1937.
(Theatres Classified as First, Second or Subsequent-Run)

City	All Theatres				First-Run Theatres			
	No.	Admissions	Potential Admissions	Average	No.	Admissions	Potential Admissions	Average
Montreal	66	22,328,596	86,365,767	25.9	11	6,442,774	26,888,560	24.0
Toronto	105	22,710,763	64,497,740	35.2	9	5,148,087	18,937,968	27.2
Vancouver ...	29	9,131,173	27,397,380	33.3	6	4,061,459	13,276,224	30.6
Winnipeg	37	7,811,611	30,027,438	26.0	7	2,263,973	9,814,502	23.1
Hamilton	19	4,286,057	15,860,724	27.0	4	(x)	(x)	(x)
Quebec	11	2,286,037	8,276,688	27.6	3	779,742	4,043,914	19.3
Ottawa	13	3,965,287	12,649,856	31.3	4	1,540,254	6,154,640	25.0
Windsor	8	2,238,103	8,611,200	26.0	1	(x)	(x)	(x)
Calgary	11	2,177,841	8,437,036	25.8	3	(x)	(x)	(x)
Edmonton	8	2,466,411	7,901,904	31.2	3	(x)	(x)	(x)
London	8	1,939,354	8,996,016	21.6	3	1,198,107	5,697,120	21.0
Halifax	8	1,770,897	7,815,768	22.7	3	(x)	(x)	(x)
Regina	5	1,354,425	5,567,952	24.3	2	(x)	(x)	(x)
St. John	7	1,580,895	6,116,580	25.8	2	(x)	(x)	(x)
Saskatoon ...	5	1,226,258	5,417,568	22.6	2	(x)	(x)	(x)

(x) Figures withheld to avoid disclosing individual operations.

Table 8.--Average Percentage of Seating Capacity Utilized
in Motion Picture Theatres in Selected Cities, 1937.
(Theatres Classified as First, Second or Subsequent-Run)

Second-Run Theatres				Third and Subsequent-Run Theatres			
No.	Admissions	Potential Admissions	Average	No.	Admissions	Potential Admissions	Average
44	13,325,218	52,371,220	25.4	11	2,560,604	7,105,987	36.0
79	15,488,556	40,151,644	38.6	17	2,074,120	5,408,128	38.4
17	3,858,575	9,798,396	39.4	6	1,211,139	4,322,760	28.0
22	4,184,836	15,488,824	27.0	8	1,362,802	4,724,112	28.8
12	2,233,237	7,267,104	30.7	3	(x)	(x)	(x)
5	884,808	2,563,106	34.5	3	621,487	1,669,668	37.2
6	1,729,609	4,758,936	36.3	3	695,424	1,736,280	40.0
6	(x)	(x)	(x)	1	(x)	(x)	(x)
4	762,471	2,388,932	31.9	4	(x)	(x)	(x)
3	(x)	(x)	(x)	2	(x)	(x)	(x)
5	741,247	3,298,896	22.5	-	-	-	-
5	(x)	(x)	(x)	-	-	-	-
2	(x)	(x)	(x)	1	(x)	(x)	(x)
4	(x)	(x)	(x)	1	(x)	(x)	(x)
3	(x)	(x)	(x)	-	-	-	-

(x) Figures withheld to avoid disclosing individual operations.

Table 9.—Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations and Number of Days on which such Presentations were Shown, by Provinces, 1937.

Province	Stage Presentations with Motion Picture Programs				Stage Presentations Without Motion Picture Programs (Professional)	
	Amateur		Professional		No. of Theatres	No. of Days
	No. of Theatres	No. of Days	No. of Theatres	No. of Days		
CANADA	108	1,104	141	4,389	38	374
Prince Edward Island	-	-	1	6	-	-
Nova Scotia	9	84	12	163	2	3
New Brunswick	1	52	6	18	2	2
Quebec	31	325	32	1,919	11	59
Ontario	29	417	56	1,048	3	116
Manitoba	6	21	11	547	2	142
Saskatchewan	12	27	9	27	5	25
Alberta	14	147	4	73	10	18
British Columbia	6	31	10	588	3	9

Note: Since some theatres presented stage shows under two or all three of the classifications mentioned above, the number of theatres shown in the three columns are not mutually exclusive.

Table 10.--Motion Picture Theatres Classified According to Date of Original Construction, by Economic Divisions, 1937.

Economic Division	Date of Original Construction	Theatres		Receipts		Value of Land, Buildings and Equipment		Average Value per Theatre
		Number	%	Amount	%	Amount	%	
CANADA, Total	-	1,047	100.0	32,499,300	100.0	67,538,400	100.0	64,506
	1937	68	6.5	880,600	2.7	2,765,900	4.1	40,675
	1936	41	3.9	849,500	2.6	1,494,300	2.2	36,446
	1935	24	2.3	521,800	1.6	695,900	1.0	28,995
	1934	29	2.8	456,600	1.4	688,600	1.0	23,744
	1930 - 1933	84	8.0	2,038,200	6.3	4,198,000	6.2	49,976
	1925 - 1929	183	17.5	5,226,900	16.1	11,850,000	17.5	64,754
	1920 - 1924	172	16.4	7,297,500	22.5	16,633,900	24.6	96,708
	Before 1920	446	42.6	15,228,200	46.8	29,211,800	43.4	65,497
	-	92	100.0	2,230,200	100.0	4,011,600	100.0	43,604
Maritime Provinces, Total	1937)	7	7.6	80,300	3.6	205,800	5.1	29,400
	1936)							
	1935)							
	1934	6	6.5	102,600	4.6	163,500	4.1	27,250
	1930 - 1933	5	5.4	111,000	5.0	131,300	3.3	26,260
	1925 - 1929	13	14.1	357,700	16.0	1,381,100	34.4	106,238
	1920 - 1924	23	25.0	503,100	22.5	745,000	18.6	32,391
	Before 1920	38	41.4	1,075,500	48.3	1,384,900	34.5	36,444
	-	166	100.0	6,749,700	100.0	15,735,400	100.0	94,791
	1937	15	9.0	363,900	5.4	1,021,700	6.5	68,113
Quebec, Total	1936	8	4.8	42,200	.6	132,200	.8	16,525
	1935)							
	1934)	6	3.6	41,300	.6	118,700	.8	19,783
	1930 - 1933	9	5.4	183,600	2.7	499,300	3.2	55,477
	1925 - 1929	29	17.5	1,103,900	16.4	2,360,500	15.0	81,396
	1920 - 1924	19	11.5	1,445,300	21.4	3,280,400	20.8	172,652
	Before 1920	80	48.2	3,569,500	52.9	8,322,600	52.9	104,032
	-							

(Continued on Page 20)

Table 10.—Motion Picture Theatres Classified According to Date of Original Construction, by Economic Divisions, 1937—(Cont'd.)

Economic Division	Date of Original Construction	Theatres		Receipts		Value of Land, Buildings and Equipment		Average Value per Theatre
		Number	%	Amount \$	%	Amount \$	%	
Ontario, Total		349	100.0	14,457,000	100.0	29,549,100	100.0	84,667
	1937	24	6.9	404,400	2.8	1,420,100	4.8	59,170
	1936	11	3.2	509,300	3.5	816,700	2.8	74,245
	1935	7	2.0	364,600	2.5	446,500	1.5	63,785
	1934	8	2.3	288,400	2.0	391,800	1.3	48,975
	1930 - 1933	35	10.0	1,189,500	8.2	2,567,500	8.7	73,357
	1925 - 1929	64	18.3	2,169,200	15.1	4,859,600	16.4	75,931
	1920 - 1924	61	17.5	3,461,300	23.9	7,514,700	25.4	123,191
	Before 1920	139	39.8	6,070,300	42.0	11,532,200	39.0	82,965
Prairie Provinces, Total		340	100.0	5,427,400	100.0	11,437,600	100.0	33,640
	1937	26	7.6	84,700	1.6	245,400	2.1	9,438
	1936	13	3.8	128,600	2.4	256,600	2.2	19,738
	1935	8	2.4	67,500	1.2	74,000	.7	9,250
	1934	9	2.6	15,000	.3	36,400	.3	4,044
	1930 - 1933	28	8.2	415,800	7.6	829,600	7.3	29,628
	1925 - 1929	59	17.4	813,700	15.0	1,676,500	14.7	28,415
	1920 - 1924	50	14.8	992,300	18.3	3,242,100	28.3	64,842
	Before 1920	147	43.2	2,909,800	53.6	5,077,000	44.4	34,537
British Columbia, Total		100	100.0	3,635,000	100.0	6,804,700	100.0	68,047
	1937)	7	7.0	124,400	3.4	207,300	3.0	29,614
	1936)							
	1935)	7	7.0	91,300	2.5	108,000	1.6	15,428
	1934)							
	1930 - 1933	7	7.0	138,300	3.8	170,300	2.5	24,328
	1925 - 1929	18	18.0	782,400	21.5	1,572,500	23.2	87,350
	1920 - 1924	19	19.0	895,500	24.7	1,851,700	27.2	97,457
	Before 1920	42	42.0	1,603,100	44.1	2,895,100	42.5	68,930

Table 11.—Motion Picture Theatres Classified According to Date of Original Construction and Year of Latest Remodelling, Canada, 1937.

Date of Original Construction	All Theatres	Year of Latest Remodelling —							
		Not Remodelled	1937	1936	1935	1934	1930-1933	1925-1929	Before 1925
Total	1,047	600	118	96	46	39	89	49	10
1934 - 1937	162	158	2	2	—	—	—	—	—
1930 - 1933	84	66	7	8	1	1	1	—	—
1925 - 1929	183	112	29	16	11	8	7	—	—
1920 - 1924	172	87	29	21	7	8	16	4	—
1915 - 1919	180	85	21	22	9	9	20	14	—
1910 - 1914	210	76	24	21	16	12	30	23	8
Before 1910	56	16	6	6	2	1	15	8	2

Table 12.—Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1937.

Year	Number of Exchanges	Number of Employees		Salaries and Wages \$	Receipts \$
		Male	Female		
1930	59	372	291	1,074,700	9,046,300
1933	59	331	243	855,800	6,127,700
1934	60	344	230	923,400	6,692,900
1935	61	358	249	953,700	6,976,100
1936 (1)	66	377	265	1,011,200	7,590,100
1937	63	380	256	1,062,900	8,579,000

(1) Revised.

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1937.

Prince Edward Island

Charlottetown	-	Capitol	Montague	-	McLean's
"	-	Prince Edward	Summerside	-	Capitol

Nova Scotia

Amherst	-	Capitol	Kentville	-	Capitol
Annapolis Royal	-	King's	Liverpool	-	Astor
Antigonish	-	Capitol	Lockeport	-	Hayden
Barrington Passage	-	Goudey	Lunenburg	-	Capitol
Berwick	-	Bligh's	Middleton	-	Capitol
Bridgetown	-	Strand	New Glasgow	-	Academy
Bridgewater	-	Capitol	" "	-	Roseland
Canso	-	Ideal	New Waterford	-	Majestic
Chester	-	Strand	North Sydney	-	Rivoli
Clark's Harbour	-	Vimy	Parrsboro	-	Community
Dartmouth	-	Capitol	Pictou	-	Capitol
"	-	Dundas	River Hebert	-	Palace
"	-	Royal	Shelburne	-	Magnet
Digby	-	Bijou	Springhill	-	Capitol
Dominion	-	Royal	Stellarton	-	Jubilee
Freeport	-	New Era	Sydney	-	Capitol
Glace Bay	-	Russell	"	-	Casino
"	-	Savoy	"	-	Strand
Halifax	-	Capitol	Sydney Mines	-	Strand
"	-	Casino	Tiverton	-	Tiverton
"	-	Community	Truro	-	Capitol
"	-	Family	"	-	Strand
"	-	Gaiety	Westville	-	Roxy
"	-	Garrick	Weymouth	-	Community
"	-	Orpheus	Windsor	-	Imperial
"	-	Oxford	Wolfville	-	Orpheum
Inverness	-	Palace	Yarmouth	-	Majestic

New Brunswick

Bathurst	-	Opera House	McAdam	-	Capitol
Campbellton	-	Capitol	Marysville	-	Lyric
Chatham	-	Capitol	Minto	-	Gaiety
Chipman	-	Chipman	Moncton	-	Capitol
Dalhousie	-	Capitol	"	-	Empress
Edmundston	-	Casino	"	-	Imperial
"	-	Star	Newcastle	-	Opera House
Fairville	-	Gaiety	Plaster Rock	-	Community Hall
Fredericton	-	Capitol	St. Andrews	-	Marina
"	-	Gaiety	St. George	-	Opera House
Grand Falls	-	Opera House	St. John	-	Capitol
Grand Manan	-	Happy Hour	" "	-	Community
Hartland	-	Neighbourhood	" "	-	Empire

New Brunswick--(Cont'd.) -

St. John	-	Mayfair	St. Stephen	-	Queen
" "	-	Princess	Sackville	-	Imperial
" "	-	Regent	Sussex	-	Strand
" "	-	Strand	Woodstock	-	Capitol

Quebec

Amos	-	Royal	Montreal	-	Canada
"	-	Salle Paroissiale	"	-	Canadien
Asbestos	-	Asbestos	"	-	Capitol
Aylmer	-	Pix	"	-	Cartier
Beauharnois	-	Ideal	"	-	Centre
Bedford	-	Bedford	"	-	Century
Bienville	-	Academie de Musique	"	-	Chateau
Bourlamaque	-	Capitol	"	-	Cinema de Paris
Brownsburg	-	Capitol	"	-	Corona
Buckingham	-	Oasis	"	-	Crystal Palace
"	-	Scala	"	-	Dominion
Chateauguay	-	Alamo	"	-	Electra
Chicoutimi	-	Capitol	"	-	Empire
Coaticook	-	Rivoli	"	-	Empress
Cowansville	-	Princess	" (Lachine)	-	Empress
Dolbeau	-	Imperial	"	-	Fairyland
Drummondville	-	Capitol	" (Verdun)	-	Fifth Avenue
"	-	Drummond	"	-	Francais
"	-	Rialto	"	-	Granada
Duparquet	-	Beattie Athletic	"	-	His Majesty's
East Angus	-	Royal	"	-	Hollywood
Farnham	-	Rialto	"	-	Imperial
Granby	-	Cartier	"	-	King Edward
"	-	Palace	"	-	Laval
Grand Mere	-	National	"	-	Lido
Hull	-	Cartier	"	-	Loew's
"	-	Laurier	"	-	Lord Nelson
Huntingdon	-	O'Connor	"	-	Maisonneuve
Joliette	-	Passe Temps	"	-	Majestic
Jonquiere	-	Salle Empire	"	-	Mayfair
Lachute	-	Rex	"	-	Midway
Lac Megantic	-	Bijou	"	-	Monkland
La Tuque	-	Empire	"	-	Mount Royal
Levis	-	Cinema de Levis	"	-	National
Longueuil	-	Radio	"	-	Orleans
Louisville	-	Le Parisien	"	-	Orpheum
Magog	-	Cinema de Paris	"	-	Outremont
"	-	Wonderland	"	-	Palace
Maniwaki	-	Plaza	"	-	Papineau
Marieville	-	National	" (Verdun)	-	Park
Matane	-	Salle Nationale	"	-	Passe-Temps
Mont Joli	-	Cinema de Mont-Joli	"	-	Perron Hall
Montreal	-	Amherst	"	-	Plaza
"	-	Arcade	"	-	Princess
"	-	Beaubien	"	-	Regent
"	-	Belmont	"	-	Rex
"	-	Broadway	"	-	Rialto
"	-	Cameo	"	-	Rivoli

Quebec (Cont'd.)

Montreal	Rosemont	Rouyn	Alexander Hall
"	Royal Alexandra	"	Rouyn
"	St. Denis	St. Agathe	Roxy
"	Seville	St. Agathe des Monts	Alhambra
"	Snowdon	St. Anne de Bellevue	Rex
"	Star	St. Georges East	St. Georges
"	Starland	St. Hyacinthe	Corona
"	Stella	" "	Maska
"	Strand	St. Jerome	Rex
"	System	St. Johns	Capitol
"	Verdun Palace	St. John	Imperial
" (Verdun)	Westmount	St. Joseph d'Alma	Alma
Mont Laurier	Cinema Mont Laurier	St. Lambert	Astor
New Carlisle	Salle Stella	" "	Victoria
Noranda	Noranda	Ste. Marie de Beauce	Salle Bellevue
Pointe au Pic	Casino	St. Therese de Blainville	Roxy
Pointe Gatineau	Regent	Senneterre	Senneterre
Port Alfred	Chateau	Shawinigan Falls	Auditorium
Quebec City	Arlequin	" "	Roxy
" "	Canadian	Sherbrooke	Cinema de Paris
" "	Capitol	"	Granada
" "	Cartier	"	Premier
" "	Cinema de Paris	Sorel	Eden
" "	Classic	Terrebonne	Salle Poitras
" "	Empire	Thetford Mines	Elite
" "	Francais	Three Rivers	Capitol
" "	Princess	" "	Cinema de Paris
" "	Rialto	" "	Imperial
" "	Victoria	" "	Rialto
Rawdon	Copping	Valdor	Palace
Richmond	Richmond	"	Princess
Rigaud	Vimy	Valleyfield	Royal
Rimouski	Le Bon	Victoriaville	Victoria
Riviere du Loup	Princess	Waterloo	Starland
Rock Island	Border	Windsor Mills	Regent

Ontario

Acton	Gregory	Blind River	Palace
Almonte	O'Brien	Bowmanville	Royal
Amherstburg	Liberty	Bracebridge	Strand
Ansonville	Empire	Bradford	Holland
Arnprior	O'Brien	Brampton	Capitol
Aurora	Royal	Brantford	Brant
Aylmer	Capitol	"	Capitol
Barrie	Capitol	"	Esquire
"	Imperial	Brockville	Capitol
"	Roxy	Burlington	Hume
Beardmore	Roxy	Caledonia	Andrea
Belleville	Belle	Campbellford	Hollywood
"	Capitol	Cannington	Aldersey
Blenheim	Temple	Capreol	Audion

Ontario--(Cont'd.) -

Cardinal	- Savoy	Hamilton	- Palace
Carleton Place	- Star	"	- Playhouse
Chapleau	- Regent	"	- Queen's
Chatham	- Capitol	"	- Regent
Chatham	- Granada	"	- Royal
Chesterville	- Community	"	- Savoy
Clinton	- Roxy	"	- Strand
Cobalt	- Classic	"	- Tivoli
Cobourg	- Capitol	"	- Westdale
Cochrane	- Empire	Hanover	- Paramount
Collingwood	- Gayety	Harriston	- Queens
"	- Regent	Hawkesbury	- Ottawan
Cornwall	- Capitol	Hearst	- New Royal
"	- Palace	Hespeler	- Queens
Creighton Mines	- Regent	Hornepayne	- Lyric
Delhi	- Capitol	Huntsville	- King George
Dresden	- Majestic	Ingersoll	- Maitland
Dryden	- Strand	Kapuskasing	- Community Club
Dundas	- Majestic	Kenora	- Bijou
Dunnville	- Granada	"	- Derry's Palace
Englehart	- Palace	Kincardine	- Capitol
Espanola	- Princess	Kingston	- Capitol
Essex	- Rio	"	- Tivoli
Exeter	- Leavitt's	Kingsville	- Roxy
Fergus	- Grand	Kirkland Lake	- Capitol
Forest	- Kineto	Kirkland Lake	- Strand
Fort Erie North	- Bellard	" "	- Uptown
Fort Frances	- Royal	Kitchener	- Capitol
Fort William	- Orpheum	"	- College
" "	- Royal	"	- Lyric
Galt	- Capitol	Leamington	- Capitol
Gananoque	- Delaney	Leaside	- Bayview
Georgetown	- Gregory	Levack	- Rio
Geraldton	- Strand	Lindsay	- Academy
Goderich	- Capitol	"	- Kent
Gore Bay	- Community Hall	Listowel	- Princess
Gravenhurst	- Muskoka	Little Current	- Princess
Grimsby	- Moore's	London	- Capitol
Guelph	- Capitol	"	- Centre
"	- Royal	"	- Elmwood
Hagersville	- Regah	"	- Grand
Hallville	- Community Hall	"	- Loew's
Hamilton	- Capitol	"	- Palace
"	- Delta	"	- Patricia
"	- Empire	"	- Rex
"	- Granada	Long Branch	- Royal
"	- Gregory	McKenzie Island	- Island
"	- Kenilworth	Matachewan	- Palace
"	- Kenmore	Meaford	- Capitol
"	- Lyceum	Midland	- Capitol
"	- Lyric	Milton	- Princess
"	- Main	Mimico	- Rex

Ontario--(Cont'd.)

Morrisburg	- Cameo	Red Lake	- Cabin
Mount Dennis	- Mount Dennis	Renfrew	- O'Brien
Mount Forest	- Roxy	Ridgetown	- Palace
Napanee	- Granada	St. Catharines	- Capitol
New Hamburg	- Regent	" "	- Granada
New Liskeard	- Empire	St. Mary's	- Lyric
Newmarket	- Palace	St. Thomas	- Capitol
New Toronto	- Capitol	" "	- Columbia
Niagara Falls	- Capitol	" "	- Granada
" "	- Hollywood	Sarnia	- Capitol
North Bay	- Capitol	"	- Imperial
North Bay	- Royal	Sault Ste Marie	- Algoma
Oakville	- Gregory	" " "	- Princess
Orangeville	- Uptown	Schumacher	- Mascioli's
Orillia	- Opera House	Seaforth	- Regent
"	- Princess	Simcoe	- Capitol
Oshawa	- Mark's	"	- Lyric
"	- Regent	Sioux Lookout	- Mayfair
Ottawa	- Avalon	Smith's Falls	- Capitol
"	- Capitol	Smooth Rock Falls	- Falls Hall
"	- Centre	South Porcupine	- Mascioli's
"	- Elgin	Stirling	- Stirling
"	- Francais	Stratford	- Classic
"	- Imperial	"	- Majestic
"	- Mayfair	Strathroy	- King
"	- Nola	Sturgeon Falls	- Regent
"	- Regent	Sudbury	- Capitol
"	- Remy	"	- Grand
"	- Rialto	"	- Regent
"	- Rideau	Sutton West	- Simcoe
"	- Victoria	Thessalon	- Empire
Owen Sound	- Classic	Thorold	- Tivoli
" "	- Savoy	Tilbury	- Plaza
Paris	- Capitol	Tillsonburg	- Capitol
Parry Sound	- Royal	Timmins	- Goldfields
Pembroke	- O'Brien	"	- Palace
Penetanguishene	- Esquire	Toronto	- Academy
Perth	- Perth	"	- Adelphi
Peterborough	- Capitol	"	- Alhambra
"	- Regent	"	- Allenby
Petrolia	- Iroquois	"	- Apollo
Picton	- Regent	"	- Arcadian
Port Arthur	- Colonial	"	- Aster
" "	- Lyceum	"	- Avalon
Port Carling	- Island Park	"	- Beach
Port Colborne	- Strand	"	- Beaver
Port Credit	- Vogue	"	- Bedford
Port Dover	- Gem	"	- Belleuve
Port Elgin	- Elgin	"	- Belsize
Port Hope	- Capitol	"	- Beverly
Preston	- Park	"	- Bloor
Rainy River	- Gaiety	"	- Bloordale

Ontario---(Cont'd.)

Toronto	Bluebell	Toronto	Madison
"	Bonita	"	Major Rogers Road
"	Brighton	"	Major St. Clair
"	Broadview	"	Mayfair
"	Broadway	"	National
"	Brock	"	New Strand
"	Cameo	"	Oakwood
"	Capitol	"	Odeon
"	Carlton	"	Oriole
"	Casino	"	Orpheum
"	Century	"	Oxford
"	Chateau	"	Palace
"	Christie	"	Paradise
"	Circle	"	Paramount
"	Classic	"	Parkdale
"	College	"	Parliament
"	College Playhouse	"	Photodrome
"	Community	"	Pickford
"	Crescent	"	Prince of Wales
"	Crown	"	Queen
"	Doric	"	Radio City
"	Duchess	"	Regent
"	Eastwood	"	Revue
"	Eclipse	"	Rex
"	Eglinton	"	Rialto
"	Embassy	"	Royal
"	Family	"	Royal Alexandra
"	Fox	"	Royal George
"	Garden	"	Royce
"	Gerrard	"	Runnymede
"	Granada	"	St. Clair
"	Grant	"	Scarboro
"	Grover	"	Tivoli
"	Guild	"	Ukranian Temple
"	Hillcrest	"	Uptown
"	Hippodrome	(Forest Hill)	Village
"	Hollywood	"	York
"	Hudson	Trenton	Capitol
"	Ideal	"	Trent
"	Imperial	Tweed	Tweed
"	Iola	Uxbridge	Strand
"	Kenwood	Walkerton	Rienville
"	King	Wallaceburg	Capitol
"	King's Playhouse	Waterloo	Waterloo
"	Kingswood	Welland	Capitol
"	Kum C	Weston	Weston
"	Lansdowne	Whitby	Brock
"	La Plaza	Warton	Berford
"	La Reta	Williamsburg	Picadilly
"	Liberty	Windsor	Capitol
"	Loew's	"	Empire
"	Lyndhurst	"	Palace

Ontario--(Cont'd.)

Windsor	Regent	Wingham	Lyceum
"	Royal	Woodstock	Capitol
"	Temple	"	Princess
"	Tivoli	"	Royal
"	Vanity		

Manitoba

Binscarth	Bourget's	Transcona	Transcona
Birtle	Savoy	Treherne	Legion
Bissett	Rice Lake	Virden	Auditorium
Boissevain	Victoria	Wadhope	Wadhope
Bowsman	Happyland	Wasagaming	Park
Brandon	Capitol	Waskada	Brenda
"	Oak	Winnipeg	Arlington
"	Strand	"	Beacon
Carman	Memorial	"	Bijou
Chrystal City	Roxy	"	Capitol
Dauphin	Dauphin	" (St. James)	Classic
"	Gay	"	College
Deloraine	Jubilee	"	Colonial
Elkhorn	McLeod's	"	Corona
Emerson	De Luxe	"	Crescent
Flin Flon	Northland	"	De Luxe
" "	Rex	"	Dominion
Gilbert Plains	Orland	"	Elm
Gladstone	Revilo	"	Fox
Glenboro	Roxy	"	Furby
Grandview	Orland	"	Gaiety
Killarney	Lyceum	"	Garrick
Manitou	Kino	" (St. James)	King's
Melita	Melita	"	Leland
Minnedosa	Lyric	"	Lyceum
Morden	Starland	"	Mac's
Morris	Princess	"	Metropolitan
Neepawa	Roxy	"	Orpheum
Norwood	Plaza	"	Osborne
Pine Falls	Chateau	"	Palace
Portage la Prairie	Elite	"	Park
" " "	Playhouse	"	Playhouse
Rivers	Wagar	"	Province
Roblin	Lyric	"	Regent
St. Boniface	Baddow	"	Rialto
St. Claude	St. Claude	"	Rose
St. Vital	Onyx	" (East Kildonan)	Roxy
" "	Windsor	"	Starland
Selkirk	Central	"	Times
Sherridon	Roxy	"	Tivoli
Shoal Lake	Shoal Lake	"	Tower
Somerset	Lorne Central	"	Uptown
Souris	Avalon	"	Wonderland
Stonewall	Noton's	Winnipeg Beach	Beach
Swan River	Palace	Winnipegosis	Rex

Saskatchewan

Arborfield	- Rocklin	Limerick	- Palace
Arcola	- Princess	Lintlaw	- Municipal
Assiniboia	- Olympia	Lloydminster	- Empress
Balcarres	- Arcadia	Lucky Lake	- Mirror
Bengough	- Bengough	Luseland	- Luseland Community
Bienfait	- Legion	Macklin	- Community Hall
Big River	- Big River	Maidstone	- Maidstone
Biggar	- Majestic	Maple Creek	- Grand
Birch Hills	- Municipal	Melfort	- Grand
Broadview	- S. O. E.	Melville	- Princess
Cabri	- Rex	Meyronne	- Municipal
Canora	- Royal	Moose Jaw	- Capitol
Carlyle	- Community Hall	" "	- Orpheum
Climax	- Community	" "	- Royal
Conquest	- Coliseum	Moosomin	- Lyric
Craik	- Pallas	Morse	- Morse Town Hall
Cut Knife	- Cut Knife	Mossbank	- Rose
Davidson	- Pallas	Naicam	- Community
Dinsmore	- Gaiety	Neilburg	- Community
Dodsland	- Dodsland	Nipawin	- Orpheum
East End	- Pastime	Nokomis	- Nokomis
Eatonia	- Frank's	Norquay	- Norquay
Elrose	- Elrose	North Battleford	- Empress
Esterhazy	- Community	Outlook	- Lyric
Estevan	- Orpheum	Oxbow	- Palladium
Eston	- Eston	Pelly	- Pelly Memorial
Foam Lake	- Foam Lake	Perdue	- Onyx
Fort Qu'Appelle	- Dick's	Plato	- Plato Community
Goldfields	- Bay	Ponteix	- De Lux
Govan	- Pastime	Prince Albert	- Orpheum
Gravelbourg	- Legion	Prince Albert	- Strand
Grenfell	- Windsor	Punnichy	- Planchet's
Gull Lake	- Lyceum	Radisson	- Town Hall
Herbert	- Municipal	Radville	- Princess
Hodgeville	- Myers	Raymore	- Raymore
Hudson's Bay Junction	- Legion	Regina	- Capitol
Humboldt	- Lux	"	- Grand
Indian Head	- Auditorium	"	- Metropolitan
Ituna	- Municipal	"	- Rex
Kamsack	- Elite	"	- Roxy
Kelliher	- Community	Riverhurst	- Hollywood
Kelvington	- Legion	Rosetown	- Unique
Kerrobert	- Orpheum	Rose Valley	- Pioneer
Kindersley	- Rex	Saskatoon	- Capitol
Kinistino	- Marlowe's	"	- Daylight
Kipling	- Kipling	"	- Ritz
Kyle	- Kyle	"	- Roxy
Langenburg	- Capitol	"	- Tivoli
Lashburn	- Community Hall	Semans	- Coliseum
Leader	- Star	Shaunavon	- Plaza
Leask	- Marks	Shellbrook	- Shellbrook
Lemberg	- Lemberg Community	Speers	- Scott's

Saskatchewan--(Cont'd.)

Star City	-	Roxy	Watson	-	Star
Swift Current	-	Eagle	Weyburn	-	Hi-Art
" "	-	Lyric	White Fox	-	Ladysmith Hall
Tessier	-	Community	Whitewood	-	Rex
Tisdale	-	Falkon	Wilkie	-	Marnel
Unity	-	Star	Wolseley	-	Savoy
Viscount	-	Community	Wynyard	-	Legion
Wadena	-	G.W.V.A. Hall	Yorkton	-	Roxy
Wapella	-	Municipal	Young	-	Young
Watrous	-	Roxy			

Alberta

Acme	-	McInnis	Dewberry	-	Community
Alix	-	Legion	Didsbury	-	Opera House
Alliance	-	Elks	Donalda	-	I.O.O.F. Hall
Andrew	-	Andrew	Drumheller	-	Napier
Athabaska	-	Parker	Duchess	-	Duchess
Banff	-	Lux	East Coulee	-	Star
Barrhead	-	U.F.A.	Eckville	-	Eckville
Bashaw	-	Lyric	Edgerton	-	Edgerton
Bellevue	-	Cole's	Edmonton	-	Avenue
Bentley	-	Community	"	-	Capitol
Big Valley	-	Lyceum	"	-	Dreamland
Blairmore	-	Orpheum	"	-	Empress
Brooks	-	Gayety	"	-	Gem
Burdett	-	Community	"	-	Princess
Cadomin	-	Cadomin	"	-	Rialto
Calgary	-	Capitol	"	-	Strand
"	-	Crescent	Edson	-	New Edson
"	-	Empress	Elnora	-	Community
"	-	Garry	Fairview	-	Gem
"	-	Isis	Foremost	-	Midland
"	-	Kinema	Forestburg	-	Crillion
"	-	Palace	Fort McMurray	-	Fort
"	-	Plaza	Galahad	-	Community
"	-	Strand	Gleichen	-	Community
"	-	Tivoli	Grande Prairie	-	Capitol
"	-	Variety	Granum	-	Starland
Camrose	-	Bailey	Hanna	-	Capitol
Canmore	-	Opera House	Hardisty	-	Kiefer's
Carbon	-	Carbon	High River	-	Wales
Cardston	-	Palace	Hillcrest	-	Cole's
Castor	-	Pekin Hall	Holden	-	Community
Champion	-	Champion	Hughendon	-	Recreation
Chauvin	-	Chauvin	Innisfail	-	Royal
Claresholm	-	Rax	Innisfree	-	Innisfree
Clive	-	Community	Irma	-	Kiefer's
Coal Valley	-	Community	Jasper	-	Chaba
Coleman	-	Palace	Lacombe	-	Avalon
Consort	-	Village	Lamont	-	Lamont
Delburne	-	Opera House	Leduc	-	Telford

Alberta--(Cont'd.)

Lethbridge	-	Capitol	Raymond	-	Capitol
"	-	Roxy	Red Deer	-	Crescent
Luscar	-	Luscar	Rimbey	-	Town Hall
Macleod	-	Empress	Rocky Mountain House	-	Roxy
Magrath	-	Empress	St. Paul	-	Elite
Mannville	-	Orange	Sedgewick	-	Sedgewick
Marwayne	-	Marwayne	Sexsmith	-	Grand
Mayorthorpe	-	Mayorthorpe	Stettler	-	Stettler
Medicine Hat	-	Monarch	Strathmore	-	Hirtle's
"	-	Roxy	Sylvan Lake	-	Uptown
Mirror	-	Grand	Taber	-	Rex
Morinville	-	Parish Hall	Three Hills	-	Lyric
Mountain Park	-	Mountain Park	Trochu	-	Strohmaire's
Mundare	-	National	Turner Valley	-	Mountain View
Myrnam	-	Myrnam	"	-	Valley
Nanton	-	Elkland	Two Hills	-	Recreation
Nordegg	-	Empress	Vegreville	-	Vimy
Okotoks	-	Municipal	Vermilion	-	Columbia
Olds	-	Mayfair	Viking	-	Elks
Paradise Valley	-	Valley	Wainwright	-	Elite
Peace River	-	Boyd	Wayne	-	Rex
Picture Butte	-	Melody	Westlock	-	U.F.A.
Pincher Creek	-	Opera House	Wetaskiwin	-	Audien
Ponoka	-	Empress	Willingdon	-	Willingdon
Provost	-	Royal			

British Columbia

Abbotsford	-	Abbotsford	Langley Prairie	-	Langley
Armstrong	-	Star	Merritt	-	Rex
Ashcroft	-	Ash	Michel	-	Opera House
Athalmer	-	Athalmer	Mission City	-	Victory
Atlin	-	Globe	Namaimo	-	Capitol
Bralorne	-	Community	"	-	Strand
Britannia Beach	-	Tunnel Hall	Natal	-	Opera House
Chilliwack	-	Strand	Nelson	-	Capitol
Courtenay	-	Bickle	New Westminster	-	Columbia
Cranbrook	-	Star	" "	-	Edison
Creston	-	Grand	" "	-	Westminster
Cumberland	-	Ilo Ilo	North Vancouver	-	Lonsdale
Dawson Creek	-	Carlsania	Oak Bay	-	Oak Bay
Duncan	-	Capitol	Ocean Falls	-	Pacific Mills
Fernie	-	Orpheum	Oliver	-	Oliver
Grand Forks	-	Granada	Penticton	-	Capitol
Hedley	-	Community	Port Alberni	-	Capitol
Haney	-	Haney	" "	-	Port
Hollyburn	-	Hollyburn	Port Alice	-	Port Alice
Kamloops	-	Capitol	Powell River	-	Patricia
Kelowna	-	Empress	Premier	-	Community
Kimberley	-	Orpheum	Prince George	-	Strand
Ladner	-	Ladner	Prince Rupert	-	Capitol
Ladysmith	-	Rialto	Princeton	-	Capitol

British Columbia--(Cont'd.) -

Quesnel	- Rex	Vancouver	- Marpole
Revelstoke	- Province	"	- Music Box
Rock Bay	- Rock Bay	"	- Orpheum
Rossland	- Capitol	"	- Plaza
Salmon Arm	- Rex	"	- Princess
Sointula	- Opera House	"	- Regent
Squamish	- Squamish	"	- Rex
Stewart	- Opera House	"	- Royal
Trail	- Liberty	"	- Stanley
"	- Rialto	"	- Star
Vancouver	- Alma	"	- Strand
"	- Beacon	"	- Victoria
"	- Broadway	"	- Windsor
"	- Capitol	Vernon	- Empress
"	- Colonial	Victoria	- Atlas
"	- Dominion	"	- Capitol
"	- Dunbar	"	- Columbia
"	- Fairview	"	- Dominion
"	- Fraser	"	- Plaza
"	- Globe	"	- Royal
"	- Grandview	Wells	- Sunset
"	- Hollywood	West Summerland	- Rialto
"	- Kerrisdale	Westview	- Roxy
"	- Kingsway	Williams Lake	- Oliver
"	- Kitsilano	Wingdam	- Wingdam
"	- Lyric		

Yukon

Dawson City - Family

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Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

(IN CANADA)

1938



OTTAWA
1939

Price 25 cents



Motion Picture Theatres in Canada, 1938

Table of Contents

	<u>Page</u>
Summary	1
Per Capita Expenditure	2
Trend in Motion Picture Receipts	3
Proprietors and Firm Members	3
Amount of Annual Receipts	3
Type of Ownership	4
Efficiency of Theatres	4
Average Price of Admission	4
Weeks and Days in Operation	4
Vaudeville and Stage Presentations	5
New, Remodelled and Closed Theatres	5
Itinerant Operators	5
Film Exchanges	6
Summary of Facts	7
List of Theatres	22
List of Film Exchanges	33

General Tables

	<u>Page</u>
Table 1.--Trend in Motion Picture Receipts, by Provinces, 1930, 1933 to 1938	8
Table 2.--Summary of Motion Picture Statistics, 1930 to 1938	9
Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1937 and 1938	10
Table 4.--Proprietors and Firm Members With and Without Salaries, Proprietors' Salaries, Total Payroll and Total Receipts, by Provinces, Canada, 1938	12
Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1938	13
Table 6.--Motion Picture Theatres Classified According to Number of Theatres under same Ownership, Canada, 1930, 1937 and 1938	15
Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1937 and 1938 .	16
Table 8.--Distribution of Theatres According to Average Price of Admission, Canada, 1938	17
Table 9.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, by Provinces, Canada, 1938 ...	17
Table 10.--Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations and Number of Days on which such Presentations were Shown, by Provinces, 1937 and 1938	18
Table 11.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened and Theatres Closed and Vacant, by Provinces, Canada, 1937 and 1938	19
Table 12.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1938 ..	20
Table 13.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1938	21

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1938

Summary

The annual survey of theatres in Canada shows an increase in receipts and admissions for the fifth consecutive year. Patrons to moving picture shows paid a total of \$33,635,052 for general admission exclusive of amusement taxes in 1938, the greatest sum since 1931 and an increase of 3.5 per cent over 1937. In spite of early predictions of decreased attendance, 137,976,052 persons attended the programs offered by theatre owners in 1938 compared with 134,374,061 in 1937. An extensive advertising campaign carried on by theatre owners early in 1938 was at least partly responsible for this 2.7 per cent increase in attendance and 3.5 per cent increase in revenue during a period when expenditures for most goods and services were undergoing moderate curtailment. The average price of admission continued to rise slightly to 24.4 cents in 1938 compared with 24.2 cents in 1937 and 23.2 cents in 1936.

The number of theatres increased sharply by 86. Construction of several new buildings was evidenced by returns from nearly all provinces, while the Prairie Provinces continued their policy of demanding permanent projection installations in public halls. Increase in number of theatres was greatest in Manitoba and Alberta.

Employment increased slightly with the number of new theatres while salaries and wages reported remained steady. Working proprietors and firm members (including members of proprietors' families employed without a stated salary) were recorded for the first time. These, together with all other employees, made up a total of 6,229 males and 2,075 females engaged in Canadian theatres during 1938. The total payroll, including employees' salaries and proprietors' salaries when reported, amounted to \$6,058,400, or 18 per cent of the year's receipts. This is exclusive of the compensation of 769 persons including proprietors and members of their families to whom no stated salary was paid.

Provincial figures for admissions show few large increases except in Manitoba and Alberta where a number of new theatres reported. Alberta reported 5.8 per cent more admissions than in 1937 while Manitoba was up by 3.8 per cent. Gains for other provinces were 3.7 per cent for Ontario, 2.9 per cent for British Columbia, 2.5 per cent for New Brunswick, 2.4 per cent for Nova Scotia, and 0.7 per cent for Saskatchewan. Attendance in Quebec and Prince Edward Island remained unchanged from 1937.

Itinerant shows revealed a marked popularity during 1938, 64 operators reporting receipts of \$134,146 and 631,596 paid admissions to their entertainment.

Seating capacity in Canadian theatres was reported at slightly more than 640,000 or one seat for every 18 persons. On the average, 28 per cent of these seats were occupied for each performance.

Amateur stage performances increased in popularity during the year when 126 theatres held a total of 1,552 such presentations compared with 108 theatres in 1937 having 1,104 "amateur" nights. Professional vaudeville was booked in only 99 theatres compared with 141 in 1937 and showed a marked decline in playing dates to 3,171 from the 4,389 recorded for the preceding year. Stock companies and road shows played 426 nights in 55 theatres.

The percentage of independent theatres decreased slightly while the multiple-owned and chain units increased by about 4 per cent. Exactly one-half the theatres in Canada are now independently owned and these take in 26.6 per cent of the total receipts and account for 30.0 per cent of the total admissions. Theatres belonging to two or three-unit multiples formed 13.9 per cent of the total number, took in 9.4 per cent of the total receipts and accounted for 11.1 per cent of all theatre admissions. Theatre groups of four or more units each included 36.1 per cent of the total number of houses, secured 64.0 per cent of the dollar receipts and 58.9 per cent of the total attendance.

Per Capita Expenditure

Based on the total estimated population for the year, average expenditure per person at motion picture theatres was \$3.02, the highest since 1931. British Columbia still leads in per capita spending for film entertainment with an average of \$4.81, a decline of 1 cent from 1937. Ontario follows with \$4.07 per person; Manitoba, \$3.20; Alberta, \$2.53; Nova Scotia, \$2.47; Quebec, \$2.17; Saskatchewan, \$1.45; and Prince Edward Island, \$1.20. All per capita figures are based on the total receipts of permanent theatres and itinerant operators.

Per Capita Expenditure on Motion-Picture Entertainment, Canada and the Provinces, 1930 - 1938

(Exclusive of amusement taxes)

Province	1930	1931	1932	1933	1934	(1) 1935	(1) 1936	(1) 1937	(1) 1938
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	3.28	2.73	2.33	2.36	2.50	2.70	2.93	3.02
Prince Edward Island	2.14	1.56	1.12	0.96	0.96	1.04	1.15	1.23	1.20
Nova Scotia	3.53	2.67	2.09	1.79	1.84	2.09	2.27	2.41	2.47
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64	1.78	1.86	1.95
Quebec	2.94	2.69	2.26	1.86	1.80	1.91	2.02	2.15	2.17
Ontario	4.70	4.29	3.68	3.09	3.16	3.19	3.49	3.90	4.07
Manitoba	3.94	3.41	2.90	2.56	2.58	2.72	2.83	3.07	3.20
Saskatchewan	2.19	1.65	1.32	1.12	1.15	1.28	1.51	1.48	1.45
Alberta	3.28	2.29	1.88	1.92	1.85	2.21	2.33	2.44	2.53
British Columbia ...	6.05	5.09	3.89	3.52	3.71	4.15	4.31	4.82	4.81

(1) Based on total receipts of regular theatres and itinerant operators.

Trend in Motion Picture Receipts

The upward trend in theatre receipts that has been in evidence since 1933 continued at a diminished rate in 1938, when the Canada total advanced to 12.6 per cent of the 1930 level. Although the number of theatres increased in every province in 1938, small declines in total receipts of 1.2 per cent and 2.4 per cent were registered in Prince Edward Island and Saskatchewan. Receipts in all other provinces were higher in 1938 than in 1937, increasing by 5.2 per cent in Ontario, 4.9 per cent in New Brunswick, 4.2 per cent in Alberta, 3.8 per cent in Manitoba, 3.3 per cent in Nova Scotia, 2.2 per cent in Quebec, and 0.8 per cent in British Columbia.

Box office receipts in the cities followed different trends, St. John, Ottawa, Hamilton, London and Toronto being the only ones among the larger places to show substantial gains. While the average price of admission remained fairly constant, total receipts in Halifax, Montreal, Quebec, Windsor, Winnipeg, Regina, Saskatoon, Moose Jaw, Calgary and Vancouver were below the 1937 level. It is significant that while so many cities show a decrease in receipts, the provincial totals are above 1937 due largely to the increase in number of theatres and theatre-goers in rural areas. The price of admissions averaged highest in Prince Edward Island at 27.5 cents; Alberta collected an average of 25.6 cents per person; Ontario, 25.5 cents; Saskatchewan, 24.7 cents; Quebec and Nova Scotia, 23.3 cents; British Columbia, 23.1 cents; Manitoba, 22.7 cents and, New Brunswick, 22.4 cents.

Proprietors and Firm Members

A survey of proprietors and firm-members actively engaged in Canadian theatres in addition to the regular paid employees show that 251 male and 36 female proprietors draw regular salaries amounting to over \$392,000, while 556 male and 213 female proprietors and members of proprietors' families are employed without stated pay, their compensation consisting of the profits of the enterprise only. Active proprietors and working members of their families were reported almost exclusively from independent or two and three-unit firms. Ontario reported 275; Saskatchewan, 193; Quebec, 152; Alberta, 135; Manitoba, 110; British Columbia, 101; Nova Scotia, 52; New Brunswick, 32; and Prince Edward Island, 6.

Theatres Classified According to Amount of Annual Receipts

Wide distribution of theatres from small rural villages to down-town city areas account to some extent for an extensive variation in scale of operations. Many small theatres continue to operate throughout the Dominion; the number increased slightly during 1938, when 199 theatres each having receipts of less than \$2,500 were in operation. These secured less than 1 per cent of the total admissions to Canada's theatres. More than 38 per cent of all theatres had annual revenues of less than \$10,000 each. These secured less than 5 per cent of the total admissions and receipts. In the urban centres there were 12 theatres each of which exceeded the \$200,000 mark, having nearly 10-1/2 million admissions and annual receipts of \$3,714,-410. The Prairie Provinces contain many of the smaller theatres. Sixty-six per cent of the theatres in this division have receipts of less than \$10,000 per year whereas only 15 per cent of the theatres in Ontario are in this group.

Theatres Classified According to Ownership

The trend during the past few years has been definitely away from the independent to the multiple operation of theatres. While 71.8 per cent of the theatre operated in 1930 were owned singly, this group had decreased to 54.3 per cent in 1937 to 50.0 per cent in 1938. Two and three-unit groups operated 92 theatres in 1930, 119 in 1937, and 156 in 1938, indicating a tendency of independent owners to take over other neighbouring theatres. The "chain" group, consisting of all those firms operating 4 or more theatres, increased in number of theatres operated from 18 per cent of the total number in 1930 to 34 per cent in 1937 and 36 per cent in 1938. Chains of four or more theatres secured 58.9 per cent of the total admissions and 64.0 per cent of the total receipts for 1938.

Efficiency of Theatres

The average number of seats occupied per performance in any given theatre in relation to its total seating capacity depends on several factors including the size of locality, the size of the theatre, the number of days per week in operation and number of evening and matinee performances. The average ratio for all theatres in Canada based on the total admissions and potential⁽¹⁾ admissions was unchanged from 1937 at 28 per cent. British Columbia stands highest in this respect with a ratio of 32 per cent in 1938; Ontario is next with 30 per cent; Alberta attendance averaged 29 per cent; Manitoba, 27 per cent; Quebec and New Brunswick, 25 per cent; Nova Scotia, 24 per cent; Saskatchewan, 22 per cent; Prince Edward Island had the lowest ratio of 21 per cent.

In selected cities for which figures are available, the ratio was generally slightly lower than in 1937. Toronto remained in first place with 34 per cent of the total seating capacity occupied at each performance. Vancouver theatres filled 31 per cent of their seats for each show; Hamilton and Edmonton, 29 per cent; Quebec city, 28 per cent; Ottawa, 27 per cent; Winnipeg, Calgary and Windsor, 26 per cent; Montreal, 25 per cent; Halifax, 24 per cent; in London only 22 per cent of the seats were occupied.

Theatres Classified According to Average Price of Admission

Disregarding differences in price tickets for adults and children, and for evening and matinee performances, regarding which no information is available, the average price of admission for each theatre was calculated by dividing the total receipts by the total number of admissions. Table 8 shows theatres classified according to this average admission price. Although this price ranges from less than 10 cents to well over 50 cents per person, 41 per cent of the theatres average between 20 and 25 cents per ticket and 61 per cent average between 20 and 30 cents per admission. There were 202 theatres each of which charged less than 20 cents admission while 238 average 30 cents and over for each ticket sold.

Theatres Classified According to Number of Weeks and Days in Operation

Only 658 or 58 per cent of the theatres in Canada were operated on a full-time basis in 1938 and 151 others operated an average of from 1 to 5 days per week for the full 52 weeks. Theatres operating for less than 52 weeks include new

(1) Potential admissions represents the maximum number of admissions possible with every seat filled for each performance.

theatres opened during the year, theatres closed either temporarily or permanently and theatres in summer resorts and small towns where only seasonal operation is possible. In Quebec where 7 days per week operation is permissible, 83 per cent of the theatres were in operation for a full period. In Ontario, 93 per cent operated on a full-time basis, in the Maritimes, 72 per cent; in British Columbia, 69 per cent; while in the Prairie Provinces only 38 per cent of the theatres operated throughout the year.

Vaudeville and Stage Presentations

In comparison with 1937, a noticeable falling off in professional vaudeville programs is evident. Sound pictures appear to be making greater and greater inroads into the professional field and in 1938 only 99 theatres booked vaudeville for a total of 3,171 days or about 32 days each. Quebec theatres held almost 1,600 days of professional shows while Ontario fell off almost 50 per cent to 453 days. Manitoba and British Columbia had the only other notable figures with 425 and 341 days respectively. On the legitimate stage an increase is shown. In 1938, 53 theatres presented 426 days of stock company shows. Manitoba led in 1937 and again last year in these presentations with 124, followed closely by Ontario with 117, and Quebec with 112.

Amateur night performances are still increasingly popular. While many of them are sponsored by industrial firms for advertising purposes, theatre-goers appear to enjoy the variation from an all-picture program even though the performers are amateurs. The number of "amateur" nights increased from 1,104 in 1937 to 1,532 in 1938. In Ontario the increase was 56 per cent to 751 performances, 44 theatres sponsoring this form of entertainment. In Quebec, 23 theatres sponsored 468 nights; 11 theatres in Alberta averaged 8 nights each, and 15 in British Columbia gave 85 nights to amateur shows.

Number of New, Re-modelled and Closed Theatres

A steady increase is shown each year in the number of theatres in Canada. Building is fairly active in Ontario, Quebec, Maritime provinces and British Columbia, while in the Prairie Provinces, although a few theatres are constructed each year, the large increase is due to the installation of permanent projection equipment in community halls which are so prevalent in these provinces. In 1938, 94 buildings were permanently equipped as theatres, while 21 theatres previously closed were remodelled and opened for at least part of the year. The "theatres closed" column of Table 11 includes only those theatres which were operated for some part of 1937 and were closed for the entire 12 months of 1938. Twenty-nine such closures occurred, mostly in small theatres located in Saskatchewan.

Itinerant Operators

Although the trend is toward permanent theatres in most of the provinces, 64 itinerant operators filed reports for the year 1938. A description was also given by each of the size of equipment in use and by far the greater number was found to be using sub-standard or 16 millimeter projection equipment. In all, 53 of these operators used 16 M.M. projectors and received a total of \$105,392 for 539,792 paid admissions while 11 operators using standard equipment had receipts of \$28,754 and 91,804 admissions. Saskatchewan still appears to be the "home" of itinerant operators, 24 reporting from this province with total receipts of \$46,167.

Film Exchanges

The rental agencies or film exchanges continued to remain constant as to number of offices, but there total revenue rose above 10 millions of dollars aggregating \$10,218,700. This is an increase of 7.8 per cent over 1937 compared with a 3.5 per cent increase in receipts for motion picture theatres over the same period. Sixty-two offices were open during 1938, employing 385 males and 263 females with a total payroll of \$1,081,900.

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Summary of Facts

1938

Number of theatres	1,133
Total receipts	\$ 33,625,052
Average receipts per theatre	\$ 29,687
Total admissions	137,976,052
Average admissions per theatre ..	121,779
Population of Canada (Estimated--Excluding N.W.T.)	11,199,000
Per capita expenditure (including itinerant shows)	\$ 3.02
Theatres per 10,000 population	1.0
Total seating capacity	640,366
Seats per 1,000 population	57
Total employees (exclusive of proprietors)	7,248
Total salaries and wages	\$ 5,666,049
Average salary per employee	\$ 782
Number of independent theatres	566
" " two-unit theatre groups	57
" " three-unit theatre groups	14
" " chain theatre groups (4 units and over)	24
" " theatres showing professional vaudeville (part-time)	99
" " theatres showing professional stage shows (part-time)	55
" " places with less than 1,000 population in which theatres are situated	296
" " places from 1,000 to 2,999 population in which theatres are situated	193
" " places from 3,000 to 9,999 population in which theatres are situated	129
" " places with 10,000 population and over in which theatres are situated	64

Table 1.--Trend in Motion Picture Receipts by Provinces, 1930, 1933 to 1938

Province	Total Receipts (1)				Index of Receipts (1930=100)						
	1930	1933	1937	1938	1930	1933	1934	1935	1936	1937	1938
CANADA	33,479,500	24,897,100	32,499,300	33,655,052	100.0	64	66.5	70.9	77.0	84.5	87.4
Prince Edward Island ..	188,300	85,700	110,300	108,946	100.0	45.5	45.3	48.3	54.8	58.6	57.9
Nova Scotia	1,814,500	933,300	1,298,600	1,341,902	100.0	51.4	53.3	60.6	67.1	71.6	74.0
New Brunswick	1,093,400	556,500	821,300	861,792	100.0	50.9	54.6	64.4	70.9	75.1	78.8
Quebec	8,301,800	5,510,500	6,749,700	6,897,986	100.0	66.4	65.4	70.4	75.2	81.3	83.1
Ontario	15,900,900	10,960,200	14,457,000	15,202,597	100.0	68.9	72.2	73.7	81.1	90.9	95.6
Manitoba	2,712,800	1,818,400	2,196,400	2,278,996	100.0	67.0	67.7	71.3	74.0	81.0	84.0
Saskatchewan	1,977,300	1,046,600	1,351,000	1,318,435	100.0	52.9	54.3	58.3	69.3	68.3	66.7
Alberta	2,323,700	1,433,200	1,880,000	1,959,134	100.0	61.7	60.1	70.2	74.6	80.9	84.3
British Columbia (2) ..	4,166,800	2,552,700	3,655,000	3,665,264	100.0	61.3	65.8	74.4	78.5	87.2	88.0

(1) Receipts given do not include amusement taxes or itinerant operators.

(2) Includes Yukon.

Table 2.--Summary of Motion Picture Statistics, 1930 to 1938

Year and Province	No. of Theatres	Receipts(1) \$	Paid Admissions	Employees(2)		Salaries & Wages
				Male	Female	
1930	910	38,479,500	-	4,641	1,502	6,946,700
1931	-	34,006,400	-	-	-	-
1932	-	28,731,300	-	-	-	-
1933	765	24,954,200	-	3,842	1,396	4,446,200
1934	799	25,280,300	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	134,374,061	5,294	1,656	5,627,300
<u>1 9 3 8</u>						
CANADA	1,133	33,635,052	137,976,052	5,422	1,826	5,666,049
Prince Edward Island	5	108,946	395,772	15	10	12,784
Nova Scotia	60	1,341,902	5,758,398	238	109	200,887
New Brunswick	38	861,792	3,850,506	139	77	127,390
Quebec	172	6,897,986	29,561,273	1,119	314	949,898
Ontario	363	15,202,597	59,562,426	2,291	609	2,557,272
Manitoba	102	2,278,996	10,024,865	392	222	383,222
Saskatchewan	129	1,318,435	5,341,058	282	89	230,461
Alberta	148	1,959,134	7,652,362	397	88	402,576
British Columbia (3)	116	3,665,264	15,829,392	549	308	801,559

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon

Table 3.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1937 and 1938

Province or City	Number of Theatres		Seating Capacity, 1938	Receipts (1)			Admissions			Average (2) Price, 1938
	1937	1938		1937	1938	% Change	1937	1938	% Change	
CANADA	1,047	1,133	640,366	\$ 32,499,300	\$ 35,635,052	+ 3.5	134,374,061	137,976,052	+ 2.7	24.4
Prince Edward Island	4	5	2,564	110,300	108,946	- 1.2	395,643	395,772	+ 0.0	27.5
Nova Scotia	54	60	34,691	1,298,600	1,341,902	+ 3.3	5,621,911	5,758,398	+ 2.4	23.3
Halifax	8	9	7,690	424,700	413,815	- 2.6	1,770,897	1,721,872	- 2.8	24.0
Sydney	3	4	2,700	138,000	145,177	+ 5.2	632,993	711,062	+ 12.3	20.4
Other Places ..	43	47	24,301	735,900	782,910	+ 6.4	3,218,021	3,325,464	+ 3.3	23.5
New Brunswick	54	58	19,383	821,300	861,792	+ 4.9	3,757,796	3,850,506	+ 2.5	22.4
St. John	7	7	6,154	302,700	314,998	+ 4.1	1,580,395	1,631,568	+ 3.2	19.3
Other Places ..	27	31	13,229	518,600	546,794	+ 5.4	2,176,901	2,218,938	+ 1.9	24.6
Quebec	166	172	120,061	6,749,700	6,897,986	+ 2.2	29,592,010	29,561,273	- 0.1	23.3
Montreal (3) ..	66	67	70,635	4,922,100	4,906,559	- 0.3	22,328,596	21,650,842	- 3.0	22.7
Quebec	11	11	8,418	492,000	486,411	- 1.1	2,286,037	2,258,911	- 1.2	21.5
Three Rivers ..	4	4	3,235	127,100	133,731	+ 5.2	490,766	534,744	+ 9.0	25.0
Other Places ..	85	90	37,773	1,208,500	1,371,285	+ 13.5	4,486,611	5,116,776	+ 14.0	26.8
Ontario	349	363	249,575	14,457,000	15,202,597	+ 5.2	57,434,014	59,562,426	+ 3.7	25.5
Toronto	105	106	86,291	5,653,300	5,724,867	+ 1.3	22,710,763	22,741,648	+ 0.1	25.2
Hamilton	19	19	17,887	976,300	1,004,401	+ 2.9	4,286,057	4,378,663	+ 2.2	22.9
Ottawa	13	14	13,229	904,900	944,810	+ 4.4	3,965,287	4,040,543	+ 1.9	23.4
Windsor	8	8	8,164	515,400	513,118	- 0.4	2,238,103	2,117,006	- 5.4	24.2
London	8	8	8,151	504,400	525,699	+ 4.2	1,939,354	1,983,074	+ 2.5	26.4
Sudbury	3	3	2,792	318,900	332,811	+ 4.4	1,128,770	1,019,615	- 9.7	32.6
St. Thomas	3	3	2,809	104,600	117,076	+ 11.9	388,998	458,891	+ 18.0	25.5
Other Places ..	190	202	110,252	5,479,200	6,039,815	+ 10.2	20,776,682	22,817,986	+ 9.8	26.5

See footnotes at end of table.

(Continued on Page 11)

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1937 and 1938--(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1938	Receipts (1)		Admissions		Average (2) Price, 1938
	1937	1938		1937	1938	% Change	1937	
Manitoba	90	(7)102	51,801	\$ 2,196,400	\$ 2,278,996	+ 3.8	9,657,941	10,024,865 + 3.8
Winnipeg (4) ...	(8)38	41	33,413	1,812,200	1,796,006	- 0.9	7,986,342	7,952,162 - 0.4
Other Places ...	52	61	18,388	384,200	482,990	+ 25.7	1,671,599	2,072,703 + 24.0
Saskatchewan	123	129	44,137	1,351,000	1,318,435	- 2.4	5,302,161	5,341,058 + 0.7
Regina	5	5	4,402	359,000	334,080	- 6.9	1,354,425	1,324,728 - 2.2
Saskatoon	5	5	4,255	277,200	263,107	- 5.1	1,226,258	1,194,044 - 2.6
Moose Jaw	4	3	1,966	125,100	121,391	- 3.0	504,161	529,152 + 5.0
Other Places ...	109	116	33,564	589,700	599,857	+ 1.7	2,217,317	2,293,134 + 3.4
Alberta	127	(7)148	49,424	1,380,000	1,959,134	+ 4.2	7,230,881	7,652,362 + 5.8
Calgary	11	11	7,850	553,500	535,149	- 3.3	2,177,841	2,158,392 - 0.9
Edmonton	8	10	8,713	632,600	646,179	+ 2.1	2,466,411	2,493,121 + 1.1
Other Places ...	108	127	32,861	693,900	777,806	+ 12.1	2,586,629	3,000,849 + 16.0
British Columbia (5).	100	116	68,680	3,635,000	3,665,264	+ 0.8	15,381,704	15,829,392 + 2.9
Vancouver (6) ..	(8)31	37	33,656	2,084,300	2,074,137	- 0.5	9,352,144	9,547,313 + 2.1
New Westminster	3	5	3,482	140,500	147,505	+ 5.0	622,836	667,613 + 7.2
Other Places ...	66	74	31,542	1,410,200	1,443,622	+ 2.4	5,406,754	5,614,466 + 3.8

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lachine, Verdun, Westmount and Outremont.

(4) Includes St. James and Norwood

(5) Includes Yukon.

(6) Includes North Vancouver and West Vancouver.

(7) The increase in number of theatres in Manitoba and Alberta is partly due to the inclusion of places previously listed as itinerant halls, which are now permanently-equipped buildings.

(8) Revised.

Table 4. --Proprietors and Firm Members With and Without Salaries, Proprietors' Salaries,
Total Payroll and Total Receipts, by Provinces, Canada, 1938.

Province	Total Receipts	Proprietors and Firm Members						All Other Employees		Total (2) Payroll
		Total Number	With Salary		Without Salary (1)		Total Number	Salaries and Wages		
			Male	Female	Salaries	Male			Female	
	\$					\$			\$	
CANADA	33,635,052	1,056	251	36	392,351	556	213	7,248	5,666,049	6,058,400
Prince Edward Island	108,946	6	2	1	1,050	3	-	25	12,784	13,834
Nova Scotia	1,341,902	52	9	2	14,241	37	4	347	200,887	215,128
New Brunswick	861,792	32	8	-	12,850	16	8	216	127,390	140,240
Quebec	6,897,986	152	60	4	82,979	76	12	1,433	949,898	1,032,877
Ontario	15,202,597	275	84	13	164,636	133	45	2,900	2,557,272	2,721,908
Manitoba	2,278,996	110	16	3	17,058	54	37	614	383,222	400,280
Saskatchewan	1,318,435	193	24	4	26,256	115	50	371	230,461	256,717
Alberta	1,959,134	135	30	7	42,691	65	33	485	402,576	445,267
British Columbia ...	3,665,264	101	18	2	30,590	57	24	857	801,559	832,149

(1) Includes members of proprietors' families employed without a stated salary.

(2) Includes salaries of paid employees and compensation of proprietors and firm members on the payroll.

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1938.

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity	Average Admission	Efficiency
	Number	%	Amount \$	%	Number	%			
CANADA	1,133	100.0	33,635,052	100.0	137,976,052	100.0	640,366	φ	28
Less than \$2,500	199	17.6	318,474	0.9	1,275,005	0.9	43,398	25.0	36
\$2,500 - \$4,999	114	10.1	405,370	1.2	1,607,457	1.2	31,524	25.2	29
\$5,000 - \$9,999	120	10.6	880,966	2.6	3,615,982	2.6	42,410	24.4	25
\$10,000 - \$19,999	195	17.2	2,862,537	8.5	13,286,012	9.6	87,833	21.5	27
\$20,000 - \$29,999	147	13.0	3,634,219	10.8	17,291,043	12.5	84,943	21.0	29
\$30,000 - \$49,999	165	14.5	6,224,682	18.5	29,567,816	21.4	117,442	21.1	30
\$50,000 - \$99,999	131	11.6	9,036,388	26.9	38,489,598	27.9	130,476	23.5	29
\$100,000 - \$199,999	50	4.4	6,558,216	19.5	22,430,519	16.3	74,082	29.2	25
\$200,000 and over	12	1.0	3,714,410	11.1	10,412,620	7.6	28,258	35.7	24
Maritime Provinces	103	100.0	2,312,640	100.0	10,004,676	100.0	56,638	23.1	24
Less than \$2,500	15	14.6	19,971	0.9	86,384	0.9	3,833	23.1	24
\$2,500 - \$4,999	10	9.7	35,561	1.5	147,608	1.5	3,186	24.1	22
\$5,000 - \$9,999	15	14.6	106,156	4.6	492,985	4.9	5,281	21.5	30
\$10,000 - \$19,999	17	16.4	248,474	10.7	1,092,939	10.9	7,996	22.7	20
\$20,000 - \$29,999	15	14.6	362,433	15.7	1,517,576	15.2	8,888	23.9	21
\$30,000 - \$49,999	21	20.4	784,162	33.9	3,849,003	38.4	16,013	20.4	26
\$50,000 and over	10	9.7	755,683	32.7	2,818,181	28.2	11,441	26.8	25
Quebec	172	100.0	6,897,986	100.0	29,561,273	100.0	120,061	23.3	25
Less than \$2,500	17	9.9	28,826	0.4	130,857	0.4	3,991	22.0	22
\$2,500 - \$4,999	11	6.4	41,425	0.6	184,161	0.6	2,550	22.5	28
\$5,000 - \$9,999	18	10.5	132,690	1.9	575,528	1.9	5,597	23.1	20
\$10,000 - \$19,999	21	12.2	297,054	4.3	1,296,689	4.4	9,648	22.9	22
\$20,000 - \$29,999	32	18.5	784,555	11.4	3,861,327	13.1	18,738	20.3	24
\$30,000 - \$49,999	29	16.9	1,082,401	15.7	5,668,222	19.3	20,713	19.1	28
\$50,000 - \$99,999	30	17.4	2,086,381	30.2	9,442,122	31.9	32,189	22.1	25
\$100,000 and over	14	8.2	2,444,654	35.5	8,402,367	28.4	26,635	29.1	24

(Continued on Page 14)

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1938--(Cont'd)

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity	Average Admission	Efficiency
	Number	%	Amount \$	%	Number	%			
Ontario	363	100.0	15,202,597	100.0	59,562,426	100.0	249,575	25.5	30
Less than \$2,500	7	1.9	10,997	0.1	40,168	0.1	2,225	27.4	23
\$2,500 - \$4,999	15	4.1	57,800	0.4	227,642	0.4	4,785	25.4	22
\$5,000 - \$9,999	32	8.8	251,526	1.7	1,015,558	1.7	10,815	24.8	22
\$10,000 - \$19,999	83	22.9	1,266,064	8.3	6,017,564	10.1	36,986	21.0	28
\$20,000 - \$29,999	67	18.5	1,662,799	10.9	7,707,192	12.9	37,279	21.6	32
\$30,000 - \$49,999	64	17.6	2,431,826	16.0	11,110,301	18.7	45,240	21.9	34
\$50,000 - \$99,999	66	18.2	4,608,842	30.3	18,709,408	31.4	66,159	24.6	32
\$100,000 and over	29	8.0	4,912,743	32.3	14,734,593	24.7	46,086	33.3	26
Prairie Provinces	379	100.0	5,556,565	100.0	23,018,285	100.0	145,412	24.1	26
Less than \$2,500	147	38.8	239,563	4.3	955,017	4.1	30,605	25.1	42
\$2,500 - \$4,999	66	17.4	228,246	4.1	903,824	3.9	17,495	25.3	33
\$5,000 - \$9,999	37	9.8	269,582	4.9	1,038,937	4.5	13,237	25.9	27
\$10,000 - \$19,999	54	14.2	743,352	13.3	3,270,588	14.2	22,610	22.7	28
\$20,000 - \$29,999	19	5.0	482,855	8.7	2,289,386	9.9	11,465	21.1	29
\$30,000 - \$49,999	33	8.7	1,250,632	22.6	5,929,645	25.9	23,278	21.1	28
\$50,000 - \$99,999	14	3.7	1,019,589	18.3	4,265,632	18.5	13,251	23.9	24
\$100,000 and over	9	2.4	1,322,746	23.8	4,365,256	19.0	13,471	30.3	23
British Columbia	116	100.0	3,665,264	100.0	15,829,392	100.0	68,680	23.2	32
Less than \$2,500	13	11.2	19,117	0.5	62,579	0.4	2,744	30.5	41
\$2,500 - \$4,999	12	10.3	42,338	1.2	144,222	0.9	3,508	29.4	29
\$5,000 - \$9,999	18	15.6	121,012	3.3	492,974	3.1	7,480	24.5	34
\$10,000 - \$19,999	20	17.3	307,393	8.4	1,608,232	10.2	10,593	19.1	29
\$20,000 - \$29,999	14	12.1	341,567	9.3	1,915,562	12.1	8,573	17.8	36
\$30,000 - \$49,999	18	15.5	675,661	18.4	3,010,645	19.0	12,198	22.4	35
\$50,000 and over	21	18.0	2,158,176	58.9	8,595,178	54.2	23,584	25.1	31

Table 6.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1937 and 1938.

Year and Number of Theatres Under Same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount \$	%	Number	%
<u>1930</u>						
Total (1)	918	100.0	39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two	62	6.8	3,853,500	9.9	-	-
Three	30	3.2	2,536,700	6.5	-	-
Four and Over	167	18.2	15,967,900	40.8	-	-
<u>1937</u>						
Total	1,047	100.0	32,499,300	100.0	134,374,061	100.0
One	569	54.3	9,311,200	28.7	42,805,712	31.9
Two	74	7.1	1,764,800	5.4	8,117,853	6.0
Three	45	4.3	1,020,000	3.1	5,373,720	4.0
Four	32	3.1	696,600	2.1	2,815,525	2.1
Five to Nineteen	69	6.6	2,284,300	7.0	10,229,417	7.6
Twenty and Over	258	24.6	17,422,400	53.6	65,026,834	48.4
<u>1938</u>						
Total	1,133	100.0	33,655,052	100.0	137,976,052	100.0
One	567	50.0	8,961,451	26.6	41,390,627	30.0
Two	114	10.2	2,173,988	6.5	10,063,771	7.3
Three	42	3.7	986,030	2.9	5,205,670	3.8
Four	28	2.5	652,115	2.0	2,460,392	1.8
Five to Nineteen	81	7.1	1,980,702	5.9	8,398,271	6.1
Twenty and Over	301	26.5	18,875,766	56.1	70,457,321	51.0

(1) Includes opera houses, vaudeville and legitimate theatres.

Table 7.—Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1937 and 1938.

Province and City	1937				1938			
	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Admissions	Potential(1) Admissions	Average
CANADA	1,047	134,374,061	470,855,670	28	1,133	137,976,052	497,156,468	28
Prince Edward Island	4	395,643	1,843,304	21	5	395,772	1,851,504	21
Nova Scotia	54	5,621,911	23,246,396	24	60	5,758,398	24,299,457	24
New Brunswick	34	3,757,796	14,186,696	26	38	3,850,506	15,315,052	25
Quebec	166	24,592,010	114,925,713	26	172	29,561,273	119,526,798	25
Ontario	349	57,434,014	187,488,384	31	363	59,562,426	199,491,429	30
Manitoba	90	9,657,941	36,204,718	27	102	10,024,865	37,147,205	27
Saskatchewan	123	5,302,161	22,619,175	23	129	5,341,058	23,814,232	22
Alberta	127	7,230,881	24,088,095	30	148	7,652,362	26,233,175	29
British Columbia	100	15,381,704	46,251,189	33	116	15,829,392	49,477,616	32
Selected Cities:								
Toronto	105	22,710,763	64,497,740	35	106	22,741,648	67,360,414	34
Montreal	66	22,328,596	86,365,767	26	67	21,650,842	85,136,424	25
Winnipeg	37	7,811,611	30,027,438	26	40	7,800,602	29,970,633	26
Vancouver	31	9,352,144	28,621,052	33	37	9,547,313	30,439,875	31
Hamilton	19	4,286,057	15,860,724	27	19	4,378,663	15,353,304	29
Ottawa	13	3,965,287	12,649,856	31	14	4,040,543	15,076,701	27
Quebec	11	2,286,037	8,276,688	28	11	2,258,911	7,998,704	28
Calgary	11	2,177,841	8,437,036	26	11	2,158,392	8,314,480	26
Edmonton	8	2,466,411	7,901,904	31	10	2,493,121	8,674,515	29
Halifax	8	1,770,897	7,815,768	23	9	1,721,872	7,202,166	24
Windsor	8	2,238,103	8,611,200	26	8	2,117,006	8,034,260	26
London	8	1,939,354	8,996,016	22	8	1,988,074	8,997,540	22

(1) The number of admissions there would have been had every seat been occupied for every performance.

Table 8.--Distribution of Theatres According to Average Price of Admission, Canada, 1938

Province	Total Theatres	Average Price of Admission (1)										
		Less than 10¢	10¢ to 14¢	15¢ to 19¢	20¢ to 24¢	22¢ to 26¢	24¢ to 28¢	26¢ to 30¢	28¢ to 32¢	30¢ to 34¢	32¢ to 36¢	34¢ to 38¢
CANADA	1,133	2	56	144	138	150	182	133	90	160	34	27
Prince Edward Island	5	-	-	-	-	2	-	1	-	2	-	-
Nova Scotia	60	-	2	7	7	12	16	7	3	6	-	-
New Brunswick	38	-	1	6	6	6	6	9	3	1	-	-
Quebec	172	-	19	27	17	18	27	21	5	20	10	6
Ontario	363	-	21	51	42	64	35	37	35	54	10	10
Manitoba	102	-	4	13	29	17	14	9	4	7	1	3
Saskatchewan	129	-	1	11	12	7	29	21	17	27	1	1
Alberta	148	-	1	10	15	9	43	21	16	20	9	2
British Columbia	116	2	7	19	10	15	12	7	7	23	3	4

(1) Total Receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

Table 9. Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, by Provinces, Canada, 1938.

Province	Total Theatres	Number of Weeks in Operation and Days per Week													
		All Theatres		52 Weeks		40-51 Weeks		20-39 Weeks		Less than 20 Weeks					
		6* Days	3-5 Days	1-2 Days	6* Days	3-5 Days	1-2 Days	6* Days	3-5 Days	1-2 Days	6* Days	3-5 Days	1-2 Days	6* Days	3-5 Days
CANADA	1,133	778	113	242	658	68	83	60	28	14	63	29	3	13	13
Prince Edward Island	5	3	-	-	3	-	-	-	-	-	-	-	-	-	-
Nova Scotia	60	42	10	8	35	6	1	-	2	2	4	3	-	1	1
New Brunswick	38	29	4	5	25	2	3	-	2	2	-	-	-	-	-
Quebec	172	143	17	12	117	10	4	17	5	2	1	5	-	1	1
Ontario	363	337	18	8	296	11	4	20	5	1	-	8	1	2	2
Manitoba	102	59	19	24	48	12	9	5	6	1	6	4	-	2	2
Saskatchewan	129	34	18	77	30	9	19	1	7	2	28	1	-	2	2
Alberta	148	51	16	81	41	11	31	5	31	2	16	3	1	3	3
British Columbia	116	80	11	25	63	7	12	9	5	2	6	5	1	2	2

* Includes 7-day week operation in the Province of Quebec

Table 10.--Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were Shown, by Provinces, 1937 and 1938

Province	Stage Presentations with Motion Picture Programs						Stage Presentations Without Motion Picture Programs (Professional)			
	Amateur			Professional			No. of Theatres		No. of Days	
	No. of Theatres	No. of Days		No. of Theatres	No. of Days		1937	1938	1937	1938
	1937	1938	1937	1938	1937	1938				
CANADA	108	126	1,104	1,552	141	99	4,389	3,171	38	55
Prince Edward Island	-	-	-	-	1	1	6	3	-	-
Nova Scotia	9	9	84	54	12	21	163	186	2	2
New Brunswick	1	7	52	37	6	9	18	174	2	1
Quebec	31	23	325	468	32	27	1,919	1,583	11	13
Ontario	29	44	417	751	56	23	1,048	453	3	6
Manitoba	6	10	21	46	11	10	547	425	2	3
Saskatchewan	12	7	27	22	9	2	27	5	5	13
Alberta	14	11	147	89	4	1	73	1	10	10
British Columbia ...	6	15	31	85	10	5	588	341	3	7

Note: Since some theatres presented stage shows under two or all three of the classifications mentioned above, the number of theatres shown in the three columns are not mutually exclusive.

Table 11.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1937 and 1938.

Province	1937				1938			
	New* Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New* Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA	104	15	31	+ 88	94	21	29	+ 86
Prince Edward Island	-	-	-	-	1	-	-	+ 1
Nova Scotia	1	-	2	- 1	8	1	3	+ 6
New Brunswick	-	1	1	0	3	1	-	+ 4
Quebec	15	-	3	+ 12	9	1	4	+ 6
Ontario	19	5	-	+ 24	10	5	1	+ 14
Manitoba	11	4	2	+ 13	14	2	4	+ 12
Saskatchewan	14	-	14	0	9	6	9	+ 6
Alberta	40	4	4	+ 40	23	4	6	+ 21
British Columbia ...	4	1	5	0	17	1	2	+ 16

* Includes community halls in the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 12. Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1938.

Province	All Operators			Operators using 35 MM. Equipment			Operators using 16 MM. Equipment		
	No.	Receipts \$	Admissions	No.	Receipts \$	Admissions	No.	Receipts \$	Admissions
CANADA	64	134,146	631,596	11	28,754	91,804	53	105,392	539,792
Prince Edward Island	2	(x)	(x)	2	(x)	(x)	-	-	-
Nova Scotia	10	12,953	57,680	-	-	-	10	12,953	57,680
New Brunswick	3	(x)	(x)	-	-	-	3	(x)	(x)
Quebec	-	-	-	-	-	-	-	-	20
Ontario	-	-	-	-	-	-	-	-	-
Manitoba	4	27,292	117,460	-	-	-	4	27,292	117,460
Saskatchewan	24	46,167	274,512	4	9,605	36,325	20	36,562	238,187
Alberta	14	23,315	101,336	2	(x)	(x)	12	(x)	(x)
British Columbia ...	7	15,308	39,346	3	10,807	24,067	4	4,501	15,279

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 13.--Principal Statistics for Film Exchanges in Canada,
1930 and 1933 to 1938

Year	Number of Exchanges	Number of Employees		Salaries and Wages	Receipts*
		Male	Female		
1930	59	372	291	1,074,700	9,536,200
1933	59	331	243	855,800	6,797,600
1934	60	344	230	923,400	7,370,200
1935	61	358	249	953,700	7,704,500
1936	66	377	265	1,011,200	8,358,900
1937	63	380	256	1,062,900	9,471,100
1938	62	385	263	1,081,900	10,218,700

* Revised.

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1938.

Prince Edward Island

Charlottetown	-	Capitol	Souris	-	Yeo's
"	-	Prince Edward	Summerside	-	Capitol
Montague	-	Yeo's			

Nova Scotia

Amherst	-	Capitol	Liverpool	-	Astor
Annapolis Royal	-	King's	Lockeport	-	Hayden
Antigonish	-	Capitol	Lunenburg	-	Capitol
Barrington Passage	-	Goudey	Middleton	-	Capitol
Berwick	-	Bligh's	New Glasgow	-	Academy
Bridgetown	-	Strand	" "	-	Roseland
Bridgewater	-	Capitol	New Waterford	-	Majestic
Chester	-	Strand	North Sydney	-	Rivoli
Clark's Harbour	-	Vimy	Oxford	-	Capitol
Dartmouth	-	Dundas	Parrsboro	-	Community
Dartmouth	-	Mayfair	Pictou	-	Capitol
"	-	Royal	River Hebert	-	Palace
Digby	-	Bijou	Shelburne	-	Magnet
Dominion	-	Royal	Shubenacadie	-	Majestic
Freeport	-	New Era	Springhill	-	Capitol
Glace Bay	-	Russell	Stellarton	-	Jubilee
" "	-	Savoy	Sydney	-	Capitol
Halifax	-	Capitol	"	-	Casino
"	-	Casino	"	-	Star
"	-	Community	"	-	Strand
"	-	Empire	Sydney Mines	-	Strand
"	-	Family	Truro	-	Capitol
"	-	Gaiety	"	-	Strand
"	-	Garrick	Westport	-	Strickland's
"	-	Orpheus	Westville	-	Roxy
"	-	Oxford	Weymouth	-	Community
Hubbards	-	Kenerick	Windsor	-	Imperial
Inverness	-	Palace	Wolfville	-	Orpheum
Kentville	-	Capitol	Yarmouth	-	Capitol
"	-	Empire	"	-	Strand

New Brunswick

Andover	-	Capitol	Edmundston	-	Capitol
Bathurst	-	Opera House	"	-	Star
Black's Harbour	-	Strand	Fairville	-	Gaiety
Campbellton	-	Capitol	Fredericton	-	Capitol
Chatham	-	Capitol	"	-	Gaiety
Chipman	-	Chipman	Grand Falls	-	Opera House
Dalhousie	-	Capitol	Grand Manan	-	Happy Hour
Deer Island	-	Mayfair	Hartland	-	Capitol

New Brunswick--(Cont'd)

McAdam	- Capitol	St. John	- Community
Marysville	- Lyric	" "	- Empire
Minto	- Gaiety	" "	- Mayfair
Moncton	- Capitol	" "	- Princess
"	- Empress	" "	- Regent
"	- Imperial	" "	- Strand
Newcastle	- Opera House	St. Stephen	- Queen
Plaster Rock	- Community Hall	Sackville	- Imperial
St. Andrews	- Marina	Shediac	- Capitol
St. George	- Capitol	Sussex	- Strand
St. John	- Capitol	Woodstock	- Capitol

Quebec

Amos	- Royal	Magog	- Wonderland
Arvida	- Palace	Maniwaki	- Plaza
Asbestos	- Asbestos	Marieville	- National
Aylmer	- Pix	Matane	- Nationale
Beauharnois	- Ideal	Mont Joli	- Cinema de Mont-Joli
Bedford	- Bedford	Montreal	- Amherst
Bourlamaque	- Capitol	"	- Arcade
Brownsburg	- Capitol	"	- Beaubien
"	- Princess	"	- Belmont
Buckingham	- Oasis	"	- Cameo
Cadillac	- Palace	"	- Canada
Chambly Canton	- Chambly	"	- Canadien
Chateauguay	- Alamo	"	- Capitol
Chicoutimi	- Capitol	"	- Cartier
Coaticook	- Rivoli	"	- Centre
Cowansville	- Princess	"	- Century
Dolbeau	- Imperial	"	- Chateau
Drummondville	- Capitol	"	- Cinema de Paris
"	- Drummond	"	- Corona
"	- Palace	"	- Crystal Palace
Duparquet	- Beattie Athletic	"	- Dominion
East Angus	- Royal	"	- Electra
Farnham	- Rialto	"	- Empire
Granby	- Cartier	"	- Empress
Granby	- Palace	" (Lachine)	- Empress
Grand Mère	- National	"	- Fairyland
Hull	- Cartier	" (Verdun)	- Fifth Avenue
"	- Laurier	"	- Francais
Huntingdon	- O'Connor	"	- Granada
Joliette	- Passe Temps	"	- His Majesty's
Jonquiere	- Empire	"	- Hollywood
Lachute	- Rex	"	- Imperial
Lac Megantic	- Bijou	"	- Laval
La Tuque	- Empire	"	- Lido
Levis (Bienville)	- Academie de Musique	"	- Loew's
Levis	- Cinema de Levis	"	- Lord Nelson
Longueuil	- Radio	"	- Maisonneuve
Louisville	- Le Parisien	"	- Majestic
Magog	- Capitol	"	- Mayfair

Quebec---(Cont'd)

Montreal	- Midway	Quebec City	- Princess
"	- Monkland	" "	- Rialto
"	- Mount Royal	" "	- Victoria
"	- National	Rawdon	- Copping
"	- Orleans	Richmond	- Richmond
"	- Orpheum	Rigaud	- Vimy
" (Outremont)	- Outremont	Rimouski	- Cartier
"	- Palace	"	- Le Bon
"	- Papineau	Riviere du Loup	- Princess
" (Verdun)	- Park	Rock Island	- Border
"	- Passe-Temps	Rouyn	- Allevato
"	- Perron Hall	"	- Capitol
"	- Plaza	"	- Rouyn
"	- Princess	Ste Agathe des Monts-	Alhambra
"	- Regent	" " " "	- Roxy
"	- Rex	Ste Anne de Bellevue	- Rex
"	- Rialto	St. Georges East	- St. Georges
"	- Rivoli	St. Hyacinthe	- Corona
"	- Rosemont	" "	- Maska
"	- Roxy	St. Jerome	- Rex
" (Lachine)	- Royal Alexandra	St. Jean	- Capitol
"	- St. Denis	" "	- Imperial
" (Verdun)	- Savoy	St. Joseph d'Alma	- Alma
"	- Seville	St. Lambert	- Astor
"	- Snowdon	" "	- Victoria
"	- Star	Ste. Marie de Beauce-	Bellevue
"	- Starland	St. Therese de Blainville -	Roxy
"	- Stella	Senneterre	- Bell
"	- Strand	Shawinigan Falls	- Auditorium
"	- System	" "	- Roxy
" (Verdun)	- Verdun Palace	Sherbrooke	- Cinema de Paris
"	- Westmount	"	- Granada
"	- York	"	- Premier
Mont Laurier	- Cinema Mont Laurier	Sorel	- Eden
New Carlisle	- Stella	Terrebonne	- Poitras
Noranda	- Noranda	Thetford Mines	- Bey's
Pointe au Pic	- Casino	Three Rivers	- Capitol
Pointe Gatineau	- Regent	" "	- Cinema de Paris
Port Alfred	- Chateau	" "	- Imperial
Quebec City	- Arlequin	" "	- Rialto
" "	- Cambrai	Valdor	- Palace
" "	- Canadien	"	- Princess
" "	- Capitol	Valleyfield	- Bellerive
" "	- Cartier	"	- Royal
" "	- Empire	Victoriaville	- Victoria
" "	- Français	Waterloo	- Starland
" "	- Imperial	Windsor Mills	- Regent

Ontario

Acton	- Gregory	Almonte	- O'Brien
Alliston	- Circle	Amherstburg	- Liberty

Ontario---(Contd)

Ansonville	- Empire	Fergus	- Grand
Armnprior	- O'Brien	Forest	- Kineto
Aurora	- Royal	Fort Erie North	- Bellard
Aylmer	- Capitol	Fort Frances	- Royal
Barrie	- Granada	Fort William	- Orpheum
"	- Imperial	" "	- Royal
"	- Roxy	Galt	- Capitol
Beardmore	- Roxy	"	- Grand
Belleville	- Belle	Gananoque	- Delaney
"	- Capitol	Georgetown	- Gregory
"	- McCarthy	Geraldton	- Strand
Blenheim	- Temple	Goderich	- Capitol
Blind River	- Palace	Gore Bay	- Community Hall
Bowmanville	- Royal	Gravenhurst	- Muskoka
Bracebridge	- Strand	Grimsby	- Moore's
Bradford	- Holland	Guelph	- Capitol
Brampton	- Capitol	"	- Royal
Brantford	- Brant	Hagersville	- Regah
"	- Capitol	Hamilton	- Capitol
"	- Esquire	"	- Community
Brockville	- Capitol	"	- Delta
Burlington	- Hume	"	- Empire
Caledonia	- Andrea	"	- Granada
Campbellford	- Hollywood	"	- Gregory
Cannington	- Aldersey	"	- Kenilworth
Capreol	- Audion	"	- Kenmore
Cardinal	- Savoy	"	- Lyceum
Carleton Place	- Star	"	- Lyric
Chapleau	- Regent	"	- Palace
Chatham	- Capitol	"	- Playhouse
"	- Granada	"	- Queen's
Chesley	- Roxy	"	- Regent
Chesterville	- Community	"	- Royal
Clinton	- Roxy	"	- Savoy
Cobalt	- Classic	"	- Strand
Cobourg	- Capitol	"	- Tivoli
Cochrane	- Empire	"	- Westdale
Collingwood	- Gayety	Hanover	- Paramount
"	- Regent	Harriston	- Queens
Cornwall	- Capitol	Hawkesbury	- Ottawan
"	- Palace	Hearst	- New Royal
Creighton Mines	- Regent	Hespeler	- Queens
Delhi	- Capitol	Hornepayne	- Lyric
"	- Imperial	Huntsville	- King George
Dresden	- Majestic	Ingersoll	- Maitland
Dryden	- Strand	Kapuskasing	- Community Club
Dundas	- Majestic	Kenora	- Bijou
Dunnville	- Granada	"	- Derry's Palace
Englehart	- Palace	Kincardine	- Capitol
Espanola	- Princess	Kingston	- Capitol
Essex	- Rio	"	- Grand
Exeter	- Leavitt's	"	- Tivoli

Ontario---(Cont'd)

Kingsville	- Roxy	Ottawa	- Centre
Kirkland Lake	- Capitol	"	- Elgin
" "	- Strand	"	- Francais
" "	- Uptown	"	- Imperial
Kitchener	- Capitol	"	- Mayfair
"	- College	"	- Nola
"	- Lyric	"	- Regent
Larder Lake	- Capitol	"	- Remy
Leamington	- Capitol	"	- Rialto
Leaside	- Bayview	"	- Rideau
Levack	- Rio	"	- Somerset
Lindsay	- Academy	"	- Victoria
"	- Kent	Owen Sound	- Classic
Listowel	- Capitol	" "	- Savoy
Little Current	- Princess	Paris	- Capitol
London	- Capitol	Parry Sound	- Royal
"	- Centre	Pembroke	- O'Brien
"	- Elmwood	Penetanguishene	- Esquire
"	- Grand	Perth	- Perth
"	- Loew's	Peterborough	- Capitol
"	- Palace	"	- Regent
"	- Patricia	Petrolia	- Iroquois
"	- Rex	Picton	- Regent
Long Branch	- Royal	Port Arthur	- Colonial
McKenzie Island	- Island	" "	- Lyceum
Madoc	- Empire	Port Carling	- Island Park
Massey	- Princess	Port Colborne	- Strand
Matachewan	- Palace	Port Credit	- Vague
Meaford	- Capitol	Port Dover	- Gem
Midland	- Capitol	Port Elgin	- Elgin
Milton	- Princess	Port Hope	- Capitol
Mimico	- Rex	Preston	- Park
Morrisburg	- Cameo	Rainy River	- Gaiety
Mount Dennis	- Mount Dennis	Red Lake	- Cabin
Mount Forest	- Roxy	Renfrew	- O'Brien
Napanee	- Granada	Ridgetown	- Palace
New Hamburg	- Regent	St. Catharines	- Capitol
New Liskeard	- Empire	" "	- Granada
Newmarket	- Strand	St. Mary's	- Lyric
New Toronto	- Capitol	St. Thomas	- Capitol
Niagara Falls	- Capitol	" "	- Columbia
" "	- Hollywood	" "	- Granada
North Bay	- Capitol	Sarnia	- Capitol
" "	- Royal	"	- Imperial
Oakville	- Gregory	Sault Ste. Marie	- Algoma
Orangeville	- Uptown	" " "	- Princess
Orillia	- Opera House	Schumacher	- Mascioli's
"	- Princess	Seaforth	- Regent
Oshawa	- Marks'	Simcoe	- Capitol
"	- Regent	"	- Lyric
Ottawa	- Avalon	"	- Norfolk
"	- Capitol	Sioux Lookout	- Mayfair

Ontario--(Cont'd)

Smith's Falls	- Capitol	Toronto	- Classic
Smooth Rock Falls	- United Church Hall	"	- College
South Porcupine	- Masciolis	"	- College Playhouse
Southampton	- Esquire	"	- Community
Stirling	- Stirling	"	- Crescent
Stouffville	- Stanley	"	- Crown
Stratford	- Classic	"	- Doric
"	- Majestic	"	- Duchess
Strathroy	- King	"	- Eastwood
Sturgeon Falls	- Regent	"	- Eclipse
Sudbury	- Capitol	"	- Eglinton
"	- Grand	"	- Embassy
"	- Regent	"	- Esquire
Sutton West	- Simcoe	"	- Family
Thessalon	- Empire	"	- Fox
Thorold	- Tivoli	"	- Garden
Tilbury	- Plaza	"	- Gerrard
Tillsonburg	- Capitol	"	- Granada
Timmins	- Goldfields	"	- Grover
"	- New Empire	"	- Guild
"	- Palace	"	- Grover
Toronto	- Academy	"	- Hillcrest
"	- Adelphi	"	- Hippodrome
"	- Alhambra	"	- Hollywood
"	- Allenby	"	- Hudson
"	- Apollo	"	- Ideal
"	- Arcadian	"	- Imperial
"	- Aster	"	- Iola
"	- Avalon	"	- Kenwood
"	- Avenue	"	- King
"	- Beach	"	- King's Playhouse
"	- Beaver	"	- Kum C.
"	- Bedford	"	- Lansdowne
"	- Bellevue	"	- La Plaza
"	- Belsize	"	- La Rita
"	- Beverly	"	- La Salle
"	- Bloor	"	- Loew's
"	- Bloordale	"	- Madison
"	- Bluebell	"	- Major Rogers Road
"	- Bonita	"	- Major St. Clair
"	- Brighton	"	- Manor
"	- Broadview	"	- Mayfair
"	- Broadway	"	- New Strand
"	- Brock	"	- Oakwood
"	- Cameo	"	- Odeon
"	- Capitol	"	- Oriole
"	- Carlton	"	- Orpheum
"	- Casino	"	- Oxford
"	- Century	"	- Palace
"	- Chateau	"	- Paradise
"	- Christie	"	- Paramount
"	- Circle	"	- Parkdale

Ontario--(Cont'd)

Toronto	- Parliament	Trenton	- Trent
"	- Photodrome	Tweed	- Tweed
"	- Pickford	Uxbridge	- Strand
"	- Prince of Wales	Walkerton	- Rienville
"	- Queen	Wallaceburg	- Capitol
"	- Radio City	Waterloo	- Waterloo
"	- Regent	Welland	- Capitol
"	- Revue	Weston	- Weston
"	- Rex	Whitby	- Brock
"	- Rialto	Warton	- Berford
"	- Rio	Williamsburg	- Picadilly
"	- Royal	Windsor	- Capitol
"	- Royal Alexandra	"	- Empire
"	- Royal George	"	- Palace
"	- Royce	"	- Regent
"	- Runnymede	"	- Royal
"	- St. Clair	"	- Temple
"	- Scarboro	"	- Tivoli
"	- Tivoli	"	- Vanity
"	- Ukranian Temple	Wingham	- Lyceum
"	- Uptown	Woodstock	- Capitol
" (Forest Hill)	- Village	"	- Princess
"	- York	"	- Royal
Trenton	- Capitol		

Manitoba

Arborg	- Arborg	Kenton	- Community Club
Baldur	- Baldur	Killarney	- Lyceum
Binscarth	- Strand	Manitou	- Pembina
Birtle	- Savoy	Melita	- Melita
Bissett	- Rice Lake	Minnedosa	- Lyric
Boissevain	- Victoria	Morden	- Starland
Brandon	- Capitol	Morris	- Princess
"	- Oak	Neepawa	- Roxy
"	- Strand	Oak Lake	- Oak Lake
Carberry	- Palace	Pilot Mound	- Cozy
Carman	- Boyne	Pine Falls	- Chateau
Dauphin	- Dauphin	Portage la Prairie	- Elite
"	- Gay	" " "	- Playhouse
Deloraine	- Jubilee	Rapid City	- I.O.O.F. Hall
Emerson	- De Luxe	Rivers	- Wagar
Flin Flon	- Northland	Roblin	- Lyric
" "	- Rex	Russell	- Bijou
Foxwarren	- Foxwarren	St. Claude	- St. Claude
Gilbert Plains	- Plains	St. Vital	- Onyx
Gladstone	- Rivilo	" "	- Windsor
Glenboro	- Roxy	Selkirk	- Roxy
Grandview	- Orland	Sherridon	- Roxy
Hamiota	- McConnell Hall	Shoal Lake	- Shoal Lake
Hartney	- Altone	Somerset	- Lorne Central
Holland	- Holland	Souris	- Avalon

Manitoba-(Cont'd)

Stonewall	-	Noton's	Winnipeg (St. James)	-	King's
Swan River	-	Palace	"	-	Lyceum
Teulon	-	Teulon	"	-	Mac's
The Pas	-	Roxy	"	-	Metropolitan
Transcona	-	Transcona	"	-	Orpheum
Treherne	-	Legion	"	-	Osborne
Virden	-	Auditorium	"	-	Palace
Wasagaming	-	Park	"	-	Park
Waskada	-	Brenda	"	-	Playhouse
Winnipeg	-	Arlington	" (Norwood)	-	Plaza
" (Norwood)	-	Baddow	"	-	Regent
"	-	Beacon	"	-	Rialto
"	-	Bijou	"	-	Rio
"	-	Capitol	"	-	Rose
" (St. James)	-	Classic	" (East Kildonan)	-	Roxy
"	-	College	"	-	Starland
"	-	Colonial	"	-	State
"	-	Corona	"	-	Times
"	-	Crescent	"	-	Tivoli
"	-	De Luxe	"	-	Tower
"	-	Dominion	"	-	Ukranian Temple
"	-	Elm	"	-	Uptown
"	-	Fox	"	-	Valour
"	-	Furby	"	-	Wonderland
"	-	Gaiety	Winnipeg Beach	-	Beach
"	-	Garrick	Winnipegosis	-	Rex

Saskatchewan

Abbey	-	Community	Dodsland	-	Dodsland
Arborfield	-	Rocklin	East End	-	Pastime
Arcola	-	Princess	Eatonia	-	Frank's
Assiniboia	-	Olympia	Elrose	-	Elrose
Aylsham	-	Northern Light	Esterhazy	-	Community
Balcarres	-	Arcadia	Estevan	-	Orpheum
Battleford	-	Nada	Eston	-	Eston
Bengough	-	Bengough	Foam Lake	-	Foam Lake
Bienfait	-	Legion	Fort Qu'Appelle	-	Dix
Biggar	-	Majestic	Golden Prairie	-	Rex
Birch Hills	-	Municipal	Goldfields	-	Bay
Broadview .	-	Town Hall	"	-	Roxy
Bruno	-	Bruno	Govan	-	Town Hall
Cabri	-	Rex	Gravelbourg	-	Legion
Canora	-	Royal	Grenfell	-	Windsor
Carlyle	-	Community Hall	Gull Lake	-	Lyceum
Climax	-	Community	Hanley	-	Morgan
Conquest	-	Coliseum	Herbert	-	Municipal
Craik	-	Pallas	Hudson's Bay Jct.	-	Legion
Cudworth	-	Municipal	Humboldt	-	Lux
Cut Knife	-	Cut Knife	Indian Head	-	Auditorium
Davidson	-	Pallas	Ituna	-	Municipal
Dinsmore	-	Gaiety	Kamsack	-	Elite

Saskatchewan--(Cont'd)

Kelliher	- Community	Preeceville	- Preeceville
Kelvington	- Legion	Prince Albert	- Orpheum
Kerrobert	- Orpheum	" "	- Strand
Kindersley	- Rex	Radisson	- Tweedsmuir
Kinistino	- Marlowe's	Radville	- Princess
Kipling	- Kipling	Raymore	- Community
Kyle	- Kyle	"	- Raymore
La Fleche	- Globe	Regina	- Capitol
Langenburg	- Capitol	"	- Grand
Lanigan	- Municipal	"	- Metropolitan
Lashburn	- Community Hall	"	- Rex
Leader	- Star	"	- Roxy
Leask	- Marks	Riverhurst	- Hollywood
Lemberg	- Community	Rosetown	- Unique
Limerick	- Palace	Rose Valley	- Pioneer
Lintlaw	- Municipal	Rosthern	- Orpheum
Lloydminster	- Empress	Saskatoon	- Capitol
Lucky Lake	- Mirror	"	- Daylight
Luseland	- Community	"	- Ritz
Macklin	- Community Hall	"	- Roxy
Maidstone	- Maidstone	"	- Tivoli
Maple Creek	- Grand	Shaunavon	- Plaza
Melfort	- Grand	Shellbrook	- Shellbrook
Melville	- Princess	Simpson	- Victoria
Meyronne	- Municipal	Star City	- Roxy
Milestone	- Municipal	Swift Current	- Eagle
Moose Jaw	- Capitol	" "	- Lyric
" "	- Orpheum	Tisdale	- Falcon
" "	- Royal	Unity	- Star
Moosomin	- Lyric	Viscount	- Community
Morse	- Morse Town Hall	Wadena	- G.W.V.A. Hall
Mossbank	- Rose	Wapella	- Municipal
Naicam	- Community	Watrous	- Roxy
Neilburg	- Community	Watson	- Star
Nipawin	- Orpheum	Weyburn	- Hi-Art
Nokomis	- Nokomis	White Fox	- Ladysmith Hall
Norquay	- Norquay	Whitewood	- Rex
North Battleford	- Empress	Wilkie	- Roxy
Outlook	- Lyric	Wolseley	- Savoy
Oxbow	- Palladium	Wynyard	- Legion
Perdue	- Onyx	Yorkton	- Roxy
Ponteix	- De Lux		

Alberta

Acme	- McInnis	Beaverlodge	- Victory
Alix	- Legion	Bellevue	- Cole's
Alliance	- Elks	Bentley	- Community
Athabaska	- Parker	Berwyn	- Berwyn
Banff	- Lux	Big Valley	- Lyceum
Barrhead	- U.F.A.	Blairmore	- Orpheum
Bashaw	- Lyric	Bonnyville	- Century

Alberta--(Cont'd)

Bow Island	- Monarch	Fort Saskatchewan	- Community
Brooks	- Gayety	Gleichen	- Community
Burdett	- Community	Grande Prairie	- Capitol
Cadomin	- Cadomin	Hanna	- Capitol
Calgary	- Capitol	Hardisty	- Kiefer's
"	- Crescent	High Prairie	- Memorial
"	- Empress	High River	- Wales
"	- Gary	Hillcrest	- Hillcrest
"	- Isis	Holden	- Community Hall
"	- Kinema	Hughendon	- Recreation
"	- Palace	Innisfail	- Royal
"	- Plaza	Innisfree	- Innisfree
"	- Strand	Irma	- Kiefer's
"	- Tivoli	Jasper	- Chaba
"	- Variety	Killam	- Empire
Camrose	- Bailey	Lacombe	- Avalon
Canmore	- Opera House	Lamont	- Lamont
Carbon	- Carbon	Leduc	- Telford
Cardston	- Palace	Lethbridge	- Capitol
Castor	- Pekin Hall	"	- Lealta
Champion	- Cameo	"	- Roxy
Chauvin	- Chauvin	Longheed	- Community Hall
Claresholm	- Rex	Longview	- Roxy
Clive	- Community	Luscar	- Luscar
Coal Valley	- Community	McLennan	- Elks
Coleman	- Palace	Macleod	- Empress
Consort	- Consort	Magrath	- Empress
Daysland	- Daysland	Mannville	- Orange
Delburne	- Opera House	Marwayne	- Marwayne
Dewberry	- Community	Mayorthorpe	- Mayorthorpe
Didsbury	- Opera House	Medicine Hat	- Monarch
Donalda	- I.O.O.F. Hall	" "	- Roxy
Drumheller	- Napier	Mirror	- Grand
East Coulee	- Star	Morinville	- Parish
Eckville	- Eckville	Mountain Park	- Mountain Park
Edberg	- Victoria	Mundare	- National
Edgerton	- Edgerton	Myrnam	- Myrnam
Edmonton	- Avenue	Nanton	- Elkland
"	- Capitol	Newcastle	- Sylvia
"	- Dreamland	Nordegg	- Empress
"	- Empire	Okotoks	- Municipal
"	- Empress	Olds	- Mayfair
"	- Gem	Paradise Valley	- Valley
"	- Princess	Peace River	- Boyd
"	- Rialto	Picture Butte	- Melody
"	- Roxy	Pincher Creek	- Opera House
"	- Strand	Ponoka	- Empress
Edson	- New Edson	Provost	- Royal
Elnora	- Community	Raymond	- Capitol
Fairview	- Gem	Red Deer	- Crescent
Forestburg	- Crillion	Rimbey	- Town Hall
Fort McMurray	- Fort	Rockyford	- Rockyford

Alberta--(Cont'd)

Rocky Mountain House-	Roxy	Tilley	- Palace
Rosedale	- Midway	Tofield	- Variety
Royalties	- Mount View	Trochu	- Strohmaire's
Ryley	- Ryley	Turner Valley	- Valley
Sedgewick	- Sedgewick	Two Hills	- Recreation
St. Paul	- Elite	Vauxhall	- Producer's
Spirit River	- Masonic Hall	Vegreville	- Vimy
Standard	- Standard	Vermilion	- Columbia
Stavely	- Stavely	Viking	- Elks
Stettler	- Stettler	Vulcan	- Vulcan
Strathmore	- Hirtle's	Wainwright	- Elite
Strome	- Memorial	Wayne	- Rex
Sylvan Lake	- Uptown	Westlock	- U.F.A. Theatre
Taber	- Rex	Wetaskiwin	- Audion
Three Hills	- Lyric	Willingdon	- Willingdon

British Columbia

Armstrong	- Star	Nelson	- Capitol
Ashcroft	- Ash	"	- Civic
Atlin	- Globe	New Westminster	- Columbia
Bralorne	- Community Hall	" "	- Edison
Abbotsford	- Abbotsford	" "	- Metro
Agassiz	- Memorial	" "	- Sapperton
Britannia Beach	- Tunnel Hall	" "	- Westminster
Chilliwack	- Strand	Oak Bay	- Oak Bay
Copper Mountain	- Community Club	Ocean Falls	- Pacific Mills
Courtenay	- Bickle	Oliver	- Oliver
Cranbrook	- Star	Penticton	- Capitol
Creston	- Grand	Port Alberni	- Capitol
"	- Tivoli	" "	- Port
Cumberland	- Ilo Ilo	Port Alice	- Port Alice
Dawson Creek	- Carlsania	Powell River	- Patricia
Duncan	- Capitol	Premier	- Community Hall
Fernie	- Orpheum	Prince George	- Strand
Fort St. John	- Community Hall	Prince Rupert	- Capitol
Grand Forks	- Granada	Princeton	- Capitol
Hammond	- Hammond	Quesnel	- Rex
Haney	- Haney	Revelstoke	- Province
Kamloops	- Capitol	Rock Bay	- Rock Bay Hall
Kelowna	- Empress	Rossland	- Capitol
Kimberley	- Orpheum	Salmon Arm	- Rex
Ladner	- Ladner	Sointula	- Opera House
Ladysmith	- Rio	Squamish	- Squamish
Langley Prairie	- Langley	Stewart	- Opera House
Masset	- Masset Hall	Trail	- Rialto
Merritt	- Rex	"	- Strand
Michel	- Opera House	Vancouver	- Alma
Mission City	- Victory	"	- Bay
Nanaimo	- Capitol	"	- Beacon
"	- Strand	"	- Broadway
Natal	- Natal	"	- Cambie

British Columbia--(Cont'd)

Vancouver	- Capitol	Vancouver	- Rex
"	- Colonial	"	- Rio
"	- Dominion	"	- Royal
"	- Dunbar	"	- Stanley
"	- Fairview	"	- Star
"	- Fraser	"	- Strand
"	- Globe	"	- Victoria
"	- Grandview	"	- Windsor
" (West)	- Hollyburn	Vernon	- Capitol
"	- Hollywood	"	- Empress
"	- Kerrisdale	Victoria	- Atlas
"	- Kingsway	"	- Capitol
"	- Kitsilano	"	- Columbia
" (North)	- Lonsdale	"	- Dominion
"	- Lyric	"	- Plaza
"	- Marpole	"	- Royal
"	- Music Box	Wells	- Sunset
" (North)	- Nova	West Summerland	- Rialto
" (Burnaby)	- Oak	Westview	- Roxy
"	- Orpheum	White Rock	- White Rock
"	- Paradise	Williams Lake	- Oliver
"	- Plaza	Wingdam	- Wingdam Hall
"	- Princess	Woodfibre	- Community Hall
"	- Regent		

Yukon

Dawson City - Family

FILM EXCHANGES IN CANADA, 1938

<u>Name</u>	<u>Head Office Address</u>	
Columbia Pictures of Canada Ltd.	21 Dundas Square	Toronto, Ont.
Compagnie France Film	1135 Beaver Hall Hill	Montreal, Que.
Cosmopolitan Films Ltd.	277 Victoria St.	Toronto, Ont.
Eastern Film Company	87 Union St.	St. John, N.B.
Empire Universal Films Ltd.	277 Victoria St.	Toronto, Ont.
Grand National Films Ltd.	277 Victoria St.	Toronto, Ont.
Maritime Film Exchange	12 Hazen Ave.	St. John N.B.
Paramount Film Service Ltd.	111 Bond St.	Toronto, Ont.
Peerless Films Ltd.	277 Victoria St.	Toronto, Ont.
Regal Films Ltd.	277 Victoria St.	Toronto, Ont.
Regent Film, Inc.	5975 Monkland Ave.	Montreal, Que.
R.K.O. Distributing Corp. of Can. Ltd.	277 Victoria St.	Toronto, Ont.
Superior Films Ltd.	277 Victoria St.	Toronto, Ont.
Twentieth Century-Fox Corp. Ltd.	110 Bond St.	Toronto, Ont.
United Artists Corp. Ltd.	277 Victoria St.	Toronto, Ont.
Vitagraph Ltd.	21 Dundas Square	Toronto, Ont.

Mr. Doe
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Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

IN CANADA

1939



OTTAWA
1940

Price 25 cents



Motion Picture Theatres in Canada, 1939

Table of Contents

	<u>Page</u>
Summary	1
Per Capita Expenditure	2
Trend in Motion Picture Receipts	3
Efficiency of Theatres	3
Itinerant Operators	4
Film Exchanges	4
Summary of Facts	5
List of Theatres	23
List of Film Exchanges	35

General Tables

	<u>Page</u>
Table 1.—Motion Picture Theatre Receipts, by Provinces, 1930, 1938 to 1939	6
Table 2.—Indexes of Motion Picture Receipts, by Provinces, 1930 to 1939 ..	6
Table 3.—Summary of Motion Picture Statistics, 1930 to 1939	7
Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1938 and 1939	8
Table 5.—Employment and Payroll in Motion Picture Theatres, by Provinces, 1939	10
Table 6.—Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1939	11
Table 7.—Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1938 and 1939	13
Table 8.—Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1938 and 1939 ..	14
Table 9.—Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, Canada, 1939	15
Table 10.—Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces, 1936 and 1939	16
Table 11.—Distribution of Theatres According to Average Price of Admission, Canada, 1938 and 1939	17
Table 12.—Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, by Provinces, Canada, 1938 and 1939	18
Table 13.—Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were Shown, by Provinces, 1938 and 1939	19
Table 14.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-Opened, and Theatres Closed and Vacant, by Provinces, Canada, 1938 and 1939	20
Table 15.—Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1939 ...	21
Table 16.—Principal Statistics for Film Exchanges in Canada, 1930 and 1938 to 1939	22

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1939

Summary

The annual survey of motion picture theatres in Canada for 1939 shows but slight change in total admissions or receipts from the preceding year, war conditions prevailing during the last four months of the year under review apparently having but little effect upon theatre attendance. Patrons to moving picture houses paid a total of \$34,010,115 for general admission exclusive of amusement taxes in 1939, the highest amount recorded since 1931 and up by 1.1 per cent over the \$33,635,052 reported for 1938. The number of admissions was 138,497,043, or 0.4 per cent above the number reported for the preceding year. The average price of admission was 24.5 cents in 1939 compared with 24.4 cents in 1938 and 24.2 cents in 1937. Per capita expenditure at motion picture shows averaged \$3.03 in 1939, \$3.02 for 1938, and \$2.93 for 1937.

There were 1,186 motion picture theatres in Canada in 1939 and these presented a grand total of 676,773 programs divided in the proportion of 63 per cent double-feature and 37 per cent of the single-feature type. The proportion of double-feature to total programs varies, being greater in the larger cities than in smaller places. The proportion in 1939 was highest in Quebec at 84 per cent and was lowest in Prince Edward Island at only 7 per cent. Approximately 65 per cent of all programs shown in Ontario and British Columbia were double features while corresponding ratios for other provinces were 62 per cent for Manitoba, 49 per cent for New Brunswick, 47 per cent for Nova Scotia, 46 per cent for Alberta, and 26 per cent for Saskatchewan.

The trend between single and double-feature programs may be observed in a comparison of figures for 1939 with those for 1936, the first year for which these data are available. Such a comparison reveals but little change in the relative importance of the double-feature program for the country as a whole, the proportion of double-feature to total programs standing at 62 per cent in 1936, and 63 per cent in 1939. Results for different sections of the country reveal mixed trends, provincial figures indicating that the popularity of the double-feature program has increased during recent years in the East and has decreased in the West. Taking the Maritime Provinces as a whole, the proportion of double-features to total programs increased from 37 per cent in 1936 to 46 per cent in 1939. The proportion in Quebec increased from 81 per cent to 84 per cent and in Ontario from 60 per cent to 65 per cent in the same period. On the other hand, the proportion of double-feature programs in British Columbia declined from 72 per

cent in 1938 to 65 per cent in 1939 while in the Prairie Provinces the decline was from 55 per cent to 46 per cent.

The 1,188 motion picture theatres had a total seating capacity of approximately 658,000 seats. On the average, 27 per cent of these seats were occupied at each performance.

Amateur stage performances presented along with motion picture entertainment declined in popularity in 1939 compared with 1938, while professional performances recorded an increase. There were 101 theatres which held amateur performances together with motion picture entertainment for a total of 1,107 days in 1939. In the preceding year 126 theatres gave amateur performances for a total of 1,552 days. Professional vaudeville acts were shown in 108 theatres for 4,514 days in 1939 compared with 93 theatres showing such acts for 3,171 days in 1938. Stock companies or road shows giving stage performances without motion picture entertainment played in 65 theatres for 472 days in 1939 compared with 55 theatres for 426 days in 1938.

Motion picture theatres gave employment, either full-time or part-time, to 8,834 persons in Canada last year. Included in the total number were 7,477 employees to whom \$5,954,796 was paid in salaries and wages. There were in addition 1,357 proprietors or firm members including a certain number of members of proprietors' families working without stated compensation.

In addition to the regular motion picture houses whose activities are summarized above there were 107 itinerant operators in Canada last year and these had 893,921 admissions and \$210,105 receipts compared with 631,596 admissions and \$134,146 receipts reported by 64 operators in 1938. Approximately 60 per cent of the total business of itinerant operators is confined to the three Prairie Provinces.

Per Capita Expenditure

Per capita expenditure at motion picture shows in Canada for 1939 averaged \$3.03, a figure derived from the total estimated population of 11,305,000 persons and the total receipts of motion picture houses and itinerant operators combined. Amusement taxes are not included in these calculations. Were amusement taxes included, the average per capita expenditure would of course be even higher. British Columbia continues to occupy first place in per capita expenditure on motion picture entertainment with an average of \$4.83, Ontario was second at \$4.08, followed by Manitoba at \$3.03, Alberta at \$2.61, Nova Scotia at \$2.59, Quebec at \$2.19, New Brunswick at \$1.84, Saskatchewan at \$1.57, and Prince Edward Island at \$1.23.

Per Capita Expenditure on Motion-Picture Entertainment,
Canada and the Provinces, 1930 and 1932-1939

(Exclusive of amusement taxes)

Province	1930	1932	1933	1934	(1) 1935	(1) 1936	(1) 1937	(1) 1938	(1) 1939
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	2.73	2.33	2.36	2.50	2.70	2.93	3.02	3.03
Prince Edward Island	2.14	1.12	0.96	0.96	1.04	1.15	1.23	1.20	1.23
Nova Scotia	3.53	2.09	1.79	1.84	2.09	2.27	2.41	2.47	2.59
New Brunswick	2.69	1.71	1.33	1.41	1.64	1.78	1.86	1.95	1.84
Quebec	2.94	2.26	1.86	1.80	1.91	2.02	2.15	2.17	2.19
Ontario	4.70	3.68	3.09	3.16	3.19	3.49	3.90	4.07	4.08
Manitoba	3.94	2.90	2.56	2.58	2.72	2.83	3.07	3.20	3.03
Saskatchewan	2.19	1.32	1.12	1.15	1.28	1.51	1.48	1.45	1.57
Alberta	3.28	1.88	1.92	1.85	2.21	2.33	2.44	2.53	2.61
British Columbia ...	6.05	3.89	3.52	3.71	4.15	4.31	4.82	4.81	4.83

(1) Based on total receipts of regular theatres and itinerant operators.

Trend in Motion Picture Receipts

The upward trend in motion picture expenditures which was evident in preceding years was almost halted in 1939, results both for the country as a whole and for most regions indicating but little change in admissions or receipts from the preceding year. Results for Manitoba and Saskatchewan reflect changes in consumer income due to variations in crop conditions in 1938. In the province of Manitoba a decline in the value of field crops in 1938 below 1937 affected the amount of money available for expenditures on goods and services in 1939, motion picture theatre receipts declining by 4.3 per cent below 1938. On the other hand, greatly improved crop conditions in Saskatchewan in 1938 over 1937 was influential in producing an increase of almost 3 per cent in theatre revenue in that province in 1939 compared with the preceding year. Nova Scotia and New Brunswick also followed different trends. Improved conditions in the former province in the latter part of the year resulted in an increase of 5.8 per cent in theatre receipts. Results for New Brunswick indicate a decline of 4.1 per cent while other provinces showed but slight change from the 1938 level.

Efficiency of Theatres

The average number of seats occupied per performance in any given theatre in relation to its total seating capacity depends on several factors, including the size of locality, the size of theatre, the number of days per week in operation and the number of evening and matinee performances. The average ratio for all theatres in Canada based on the total admissions and potential admissions (i.e., the maximum number of admissions possible with every seat filled for each performance) was 27 per cent or 1 point lower than in 1938. Provincial ratios show British Columbia highest with 31 per cent; Alberta and Ontario, 29 per cent; Manitoba and New Brunswick, 26 per cent; Quebec, 24 per cent; Saskatchewan, 23 per cent; Nova Scotia, 22 per cent; and Prince Edward Island, 21 per cent.

In selected cities for which figures are available, Toronto ranks highest, 36 per cent of the available seats being, on the average, occupied for each performance. Quebec city, where theatres were closed for 5 weeks during 1939, thus decreasing the number of performances, showed a decided increase in this ratio to 34 per cent. Vancouver had a ratio of 31 per cent while in all other cities for which figures were compiled the ratio was below 30 per cent.

Itinerant Operators

The year 1939 witnessed a definite increase in the number of itinerant motion picture operators. Reports were received from 107 operators, 96 of whom used 16 M.M. equipment while the other 11 used 35 M.M. equipment. Receipts for the 107 operators totalled \$210,105 while admissions numbered 893,921. The 107 operators reported a total of 11,927 days of operation or an average of 111 days each.

Itinerant operators operate largely, although not exclusively, in the Prairie Provinces. Approximately 60 per cent of the total business of all itinerant operators is confined to these three provinces. There were 24 itinerant operators in Ontario and these reported 204,595 admissions and \$50,202 receipts. Smaller numbers were also reported for British Columbia and the Maritime Provinces.

Film Exchanges

Conforming with the trend for motion picture theatre receipts, receipts of film exchanges at \$10,315,500 for 1939 were approximately on a par with the \$10,218,700 recorded for 1938. There were 67 exchanges (each branch being counted as a separate unit) operating in 1939 and these required the services of 414 male and 275 female employees to whom a total wage bill of \$1,125,800 was paid.

Summary of Facts

	1938	1939
Number of theatres	1,133	1,186
Total receipts	\$ 33,625,052	\$ 34,010,115
Average receipts per theatre	\$ 29,687	\$ 28,676
Total admissions	137,976,052	138,497,043
Average admissions per theatre	121,779	116,777
Population of Canada (Estimated--Excluding N.W.T.) ..	11,199,000	11,305,000
Per capita expenditure (including itinerant shows) ..	\$ 3.02	\$ 3.03
Theatres per 10,000 population	1.0	1.0
Total seating capacity	640,366	658,174
Seats per 1,000 population	57	58
Total employees (exclusive of proprietors)	7,248	7,477
Total salaries and wages	\$ 5,666,049	\$ 5,954,796
Average salary per employee	\$ 782	\$ 796
Number of independent theatres	566	573
" " two-unit theatre groups	57	62
" " three-unit theatre groups	14	23
" " chain theatre groups (4 units and over) ...	24	25
" " theatres showing professional vaudeville (part-time)	99	108
" " theatres showing professional stage shows (part-time)	55	65
" " theatres situated in places of less than 1,000 population	297	336
" " theatres situated in places with population between 1,000 and 4,999	267	271
" " theatres situated in places with population between 5,000 and 29,999	194	204
" " theatres situated in places with population over 30,000	375	375

Table 1. Motion Picture Theatre Receipts by Provinces, 1930, 1935 to 1939

Province	Receipts (1)									
	1930	1933	1934	1935	1936	1937	1938	1939		
CANADA	\$ 38,472,500	\$ 24,897,100	\$ 25,589,000	\$ 27,272,500	\$ 29,610,300	\$ 32,429,300	\$ 33,635,052	\$ 34,310,115		
Prince Edward Island	188,300	85,700	85,200	90,900	103,200	110,200	108,946	112,158		
Nova Scotia	1,814,500	933,300	966,000	1,100,200	1,217,600	1,298,600	1,341,902	1,420,395		
New Brunswick	1,093,400	556,500	596,000	704,200	775,400	821,300	861,792	826,285		
Quebec	8,301,800	5,510,500	5,425,300	5,840,700	6,245,200	6,742,700	6,897,986	7,022,678		
Ontario	15,900,900	10,960,200	11,474,300	11,717,100	12,888,400	14,457,000	15,702,597	15,247,241		
Manitoba	2,712,800	1,818,400	1,834,500	1,975,500	2,007,100	2,196,400	2,278,996	2,181,732		
Saskatchewan	1,977,300	1,046,600	1,072,600	1,152,800	1,369,300	1,351,000	1,318,425	1,422,862		
Alberta	2,323,700	1,433,200	1,395,400	1,630,300	1,734,100	1,880,000	1,959,124	2,015,514		
British Columbia	4,166,800	2,552,700	2,739,700	3,100,800	3,270,000	3,635,000	3,665,264	3,741,550		

(1) Receipts given do not include amusement taxes nor receipts of itinerant shows.

Table 2. Indexes of Motion Picture Receipts, by Provinces, 1930 to 1939
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4
Prince Edward Island	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6
Nova Scotia	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3
New Brunswick	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6
Quebec	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7
Ontario	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9
Manitoba	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4
Saskatchewan	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7
British Columbia	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8

Table 3. Summary of Motion Picture Statistics, 1930 to 1939

Year and Province	No. of Theatres	Receipts (1)	Paid Admissions	Employees (2)		Salaries and Wages
				Male	Female	
1930	910	\$ 38,479,500	-	4,641	1,502	\$ 6,946,700
1931	-	34,006,400	-	-	-	-
1932	-	28,731,300	-	-	-	-
1933	765	24,954,200	-	3,842	1,396	4,446,200
1934	799	25,280,300	107,718,000	4,251	1,762	4,289,400
1935	862	27,272,500	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	137,976,052	5,422	1,826	5,666,049
1939	1,186	34,010,115	138,497,043	5,574	1,903	5,954,796
CANADA						
Prince Edward Island ..	6	112,158	397,940	23	9	13,197
Nova Scotia	64	1,420,395	6,204,655	249	111	223,237
New Brunswick	39	826,285	3,699,291	133	75	120,269
Quebec	172	7,032,678	29,489,279	1,124	328	1,049,726
Ontario	383	15,247,941	59,686,373	2,464	632	2,698,316
Manitoba	115	2,181,732	9,596,548	380	245	379,122
Saskatchewan	144	1,433,862	5,692,863	300	96	239,841
Alberta	150	2,013,514	7,775,491	389	83	409,823
British Columbia	113	3,741,550	15,954,583	512	324	821,265

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

Table 4.—Financial Statistics for Motion Picture Theatres, by Province and Selected Cities,
Canada, 1928 and 1929

Province or City	Number of Theatres		Seating Capacity, 1929	Receipts (1)			Admissions			Average Price, 1929
	1928	1929		1928	1929	Change	1928	1929	Change	
CANADA	1,133	1,186	658,174	27,635,052	34,010,115	+ 1.1	127,976,052	138,497,043	+ 0.4	24.3
Prince Edward Island	5	6	2,732	108,946	112,153	+ 2.9	595,772	791,940	+ 0.5	26.2
Nova Scotia	60	64	36,362	1,341,902	1,420,295	+ 5.8	5,758,592	6,204,655	+ 7.7	22.3
Halifax	9	9	7,636	413,815	455,548	+ 5.3	1,721,872	2,011,986	+ 16.8	21.6
Sydney	4	5	3,742	145,177	182,082	+ 25.4	711,062	737,874	+ 10.8	23.1
Other Places	47	50	24,985	782,910	802,765	+ 2.5	3,225,434	3,404,875	+ 2.4	22.6
New Brunswick	39	39	19,159	831,792	826,285	- 4.1	3,850,506	3,699,291	- 3.9	22.3
St. John	7	6	5,318	314,998	290,280	- 7.8	1,631,568	1,400,503	- 14.2	20.7
Other Places	31	33	13,844	546,794	536,005	- 2.0	2,218,938	2,298,983	+ 3.6	25.3
Quebec	172	172	119,939	6,897,986	7,032,678	+ 2.0	29,561,273	29,482,279	- 0.3	22.8
Montreal (3)	67	67	70,472	4,906,559	4,999,700	+ 1.9	21,650,842	21,485,377	- 0.8	22.2
Quebec	11	11	8,399	486,411	514,884	+ 5.9	2,258,911	2,288,973	+ 1.3	22.5
Three Rivers	4	4	3,235	133,731	123,553	- 7.6	534,744	503,343	- 5.9	24.5
Other Places	90	90	37,833	1,371,285	1,394,541	+ 1.7	5,116,776	5,211,586	+ 1.9	23.8
Ontario	363	383	262,975	15,202,597	15,247,941	+ 0.3	59,532,456	59,686,573	+ 0.2	25.5
Toronto	106	108	87,654	5,724,867	5,732,863	+ 1.0	22,741,648	22,726,525	- 0.1	25.4
Hamilton	19	18	16,777	1,004,401	947,241	- 5.7	4,378,663	4,257,414	- 2.8	22.2
Ottawa	14	14	13,216	944,810	922,584	- 2.4	4,040,542	3,966,787	- 1.8	23.3
London	8	8	8,107	525,699	514,047	- 2.2	1,988,074	1,959,533	- 1.4	26.2
Windsor	8	8	8,179	513,118	502,088	- 2.1	2,117,006	2,005,022	- 5.3	25.0
Sudbury	3	4	3,863	332,811	321,946	- 3.3	1,019,615	998,369	- 2.1	32.2
St. Thomas	3	3	2,309	117,076	116,589	- 0.4	458,891	472,074	+ 2.9	24.7
Other Places	202	220	122,370	6,039,815	6,140,583	+ 1.7	22,817,986	23,300,849	+ 2.1	23.4

See footnotes at end of table.

(Continued on Page 9)

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1938 and 1939--(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1939	Receipts (1)		Admissions		Average (2) Price, 1939
				1938	1939	1938	1939	
	1938	1939		\$	\$	% Change	% Change	
Manitoba	102	115	53,500	2,278,996	2,181,732	- 4.3	9,596,548	22.7
Winnipeg(4) ..	41	44	32,924	1,796,006	1,678,489	- 6.5	7,547,503	22.2
Other Places ..	61	71	20,576	482,990	503,243	+ 4.2	2,049,045	24.6
Saskatchewan	129	144	47,841	1,318,435	1,435,862	+ 8.8	5,692,883	25.2
Regina	5	5	4,462	354,080	358,275	+ 7.2	1,418,159	25.3
Saskatoon	5	5	4,292	263,107	287,750	+ 9.4	1,194,044	22.5
Moose Jaw	3	3	2,076	121,391	121,879	+ 0	519,423	23.5
Other Places ..	116	131	37,011	599,857	665,958	+ 11.0	2,477,197	26.9
Alberta	148	150	49,620	1,959,134	2,013,514	+ 2.8	7,775,491	26.0
Edmonton	10	10	8,612	646,179	670,744	+ 3.8	2,608,010	25.7
Calgary	11	10	7,349	535,149	551,584	+ 3.1	2,115,326	26.1
Other Places ..	127	130	33,659	777,806	791,186	+ 1.7	3,052,155	25.9
British Columbia ..	116	113	66,039	3,665,264	3,741,550	+ 2.1	15,954,583	23.5
Vancouver (5) ..	37	37	33,543	2,074,137	2,113,379	+ 1.9	9,477,476	22.3
New Westminster ..	5	5	3,457	147,505	157,474	+ 6.7	726,213	21.7
Other Places ..	74	71	29,039	1,443,622	1,470,737	+ 1.9	5,750,894	25.6

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lachine, Verdun, Westmount and Outremont.

4. Includes St. James, Norwood, and St. Boniface.

5. Includes North Vancouver and West Vancouver.

Table 5.—Employment and Payroll in Motion Picture Theatres, by Provinces, 1939.

Province	Total (1) Persons Employed	Total (1) Payroll	Proprietors & Firm Members					Operators (3)		All Other Employees		
			With Salary		Without (2) Salary		No.	Salaries and Wages	Male	Female	Salaries and Wages	
			M.	F.	Salaries	M.						F.
CANADA	8,834	6,466,535	292	48	511,739	746	271	1,701	2,385,081	3,373	1,903	3,559,715
Prince Edward Island	38	13,197	-	-	-	4	2	5	3,235	18	9	9,962
Nova Scotia	433	251,324	19	2	28,087	43	9	65	64,651	184	111	153,586
New Brunswick	244	142,869	11	-	22,600	20	5	39	38,958	94	75	81,311
Quebec	1,626	1,134,954	49	3	85,228	96	21	281	315,418	843	328	736,308
Ontario	3,454	2,912,807	103	11	214,491	185	59	685	1,100,692	1,779	632	1,597,624
Manitoba	767	400,637	15	-	21,515	89	38	123	154,448	257	245	224,674
Saskatchewan	635	275,679	22	9	35,838	143	62	126	114,618	174	96	125,223
Alberta	667	468,210	45	5	58,387	100	45	163	203,668	226	83	206,155
British Columbia ..	970	836,358	28	13	45,593	63	30	214	391,393	298	324	429,872

(1) Full-time and part-time employees included.

(2) Includes members of proprietors' families employed without a stated salary.

(3) Other than proprietors operating their own machines.

Table 6.—Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Division, 1939.

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity	Average Admission	Efficiency
	Number	%	Amount	%	Number	%			
CANADA	1,186	100.0	\$4,010,115	100.0	138,497,045	100.0	658,174	¢ 24.6	27
Less than \$2,500	219	18.5	312,081	0.9	1,232,090	0.9	49,980	25.3	30
\$2,500 - \$4,999	127	10.7	448,292	1.3	1,747,120	1.3	34,090	25.7	30
\$5,000 - \$9,999	118	9.9	864,920	2.5	3,474,360	2.5	40,329	24.9	25
\$10,000 - \$19,999	208	17.5	3,135,658	9.2	14,635,168	10.6	92,167	21.4	26
\$20,000 - \$29,999	151	12.7	3,793,978	11.2	17,995,502	13.0	84,652	21.1	29
\$30,000 - \$49,999	174	14.8	6,577,810	19.3	30,475,323	22.0	128,429	21.6	29
\$50,000 - \$99,999	132	11.1	9,162,717	26.9	31,758,079	28.0	122,189	23.6	29
\$100,000 - \$199,999	44	3.7	5,803,982	17.2	16,459,338	14.0	64,579	29.3	24
\$200,000 and over	13	1.1	3,910,677	11.5	10,720,063	7.7	31,779	36.5	22
Maritime Provinces	109	100.0	2,358,838	100.0	10,301,886	100.0	58,260	23.0	23
Less than \$2,500	20	18.4	29,123	1.2	121,613	1.2	5,199	23.9	27
\$2,500 - \$4,999	11	10.1	38,755	1.6	155,954	1.5	2,929	24.9	29
\$5,000 - \$9,999	9	8.3	65,147	2.8	302,891	2.9	3,068	21.5	24
\$10,000 - \$19,999	22	20.2	324,058	13.7	1,414,818	13.7	9,949	22.9	20
\$20,000 - \$29,999	17	15.5	431,280	18.3	2,113,698	20.5	9,632	20.4	24
\$30,000 - \$49,999	21	19.3	801,511	34.0	3,680,844	35.7	16,941	21.8	24
\$50,000 and over	9	8.2	668,964	28.4	2,512,068	24.5	10,542	26.6	23
Quebec	172	100.0	7,032,678	100.0	29,439,279	100.0	119,939	23.8	24
Less than \$2,500	16	9.3	24,751	0.4	104,902	0.4	3,594	23.6	22
\$2,500 - \$4,999	12	7.0	43,303	0.6	192,133	0.6	2,854	22.5	30
\$5,000 - \$9,999	16	9.3	113,467	1.6	473,258	1.6	4,891	24.0	26
\$10,000 - \$19,999	22	12.8	317,932	4.5	1,431,151	4.9	9,588	22.2	22
\$20,000 - \$29,999	28	16.3	790,368	10.0	3,329,204	11.3	15,984	21.0	23
\$30,000 - \$49,999	30	17.4	1,082,612	15.4	5,447,941	18.5	22,302	19.9	25
\$50,000 - \$99,999	34	19.8	2,268,859	32.2	10,494,996	35.6	25,233	21.6	26
\$100,000 and over	14	8.1	2,481,086	35.3	8,015,694	27.1	25,493	31.0	22

(Continued on Page 12)

Table C. Participation of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1939--(Concl'd)

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity	Average Admission	Efficiency
	Number	%	Amount \$	%	Number	%			
Ontario	383	100.0	15,247,941	100.0	59,686,373	100.0	262,975	25.5	29
Less than \$2,500	11	2.9	15,604	0.1	57,243	0.1	5,101	27.3	20
\$2,500 - \$4,999	13	3.4	50,886	0.3	189,337	0.3	4,504	26.9	21
\$5,000 - \$9,999	38	9.9	292,995	1.9	1,204,771	2.0	13,687	24.3	22
\$10,000 - \$19,999	93	24.3	1,445,177	9.5	6,890,915	11.5	42,453	21.0	27
\$20,000 - \$29,999	64	16.7	1,615,222	10.6	7,444,204	12.5	34,759	21.7	32
\$30,000 - \$49,999	78	20.4	3,016,115	19.8	13,855,810	23.3	57,185	21.8	33
\$50,000 - \$99,999	61	15.9	4,410,433	28.9	17,087,690	28.6	63,255	25.8	31
\$100,000 and over	25	6.5	4,401,509	28.9	12,956,403	21.7	42,031	34.0	25
Prairie Provinces	409	100.0	5,629,108	100.0	23,064,922	100.0	150,961	24.4	26
Less than \$2,500	163	39.9	229,785	4.1	904,660	3.9	34,713	25.4	33
\$2,500 - \$4,999	77	18.8	265,243	4.7	1,035,691	4.5	20,290	25.6	32
\$5,000 - \$9,999	40	9.8	291,799	5.2	1,078,543	4.7	14,442	27.1	25
\$10,000 - \$19,999	53	13.0	766,970	13.6	3,379,666	14.7	21,494	22.7	28
\$20,000 - \$29,999	22	5.4	539,164	9.5	2,631,177	11.4	11,807	20.5	28
\$30,000 - \$49,999	28	6.8	1,001,700	17.8	4,677,405	20.3	19,708	21.4	26
\$50,000 - \$99,999	18	4.4	1,249,866	22.2	5,240,575	22.6	16,221	23.8	24
\$100,000 and over	8	1.9	1,284,581	22.8	4,117,205	17.9	12,686	31.2	23
British Columbia	113	100.0	3,741,550	100.0	15,954,583	100.0	66,039	23.5	31
Less than \$2,500	9	8.0	12,818	0.3	43,672	0.3	1,753	29.4	36
\$2,500 - \$4,999	14	12.3	50,105	1.3	174,005	1.1	3,513	28.8	33
\$5,000 - \$9,999	15	13.3	101,512	2.7	414,897	2.6	4,241	24.5	35
\$10,000 - \$19,999	18	15.9	281,521	7.5	1,518,618	9.5	8,683	18.5	32
\$20,000 - \$29,999	20	17.7	507,644	13.6	2,477,219	15.5	12,470	20.5	37
\$30,000 - \$49,999	17	15.1	675,872	18.1	2,813,323	17.6	12,293	24.0	33
\$50,000 - \$99,999	12	10.6	809,046	21.7	4,217,412	26.4	10,548	19.2	37
\$100,000 and over	8	7.1	1,303,032	34.8	4,295,437	27.0	12,558	30.3	24

Table 7. Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership p, Canada, 1930, 1938 and 1939

Year and Number of Theatres Under Same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
<u>1930</u>			\$			
Total(1)	918	100.0	39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two	62	6.8	3,853,500	9.9	-	-
Three	30	3.2	2,536,700	6.5	-	-
Four and Over	167	18.2	15,967,900	40.8	-	-
<u>1938</u>						
Total(1)	1,133	100.0	33,635,052	100.0	137,973,052	100.0
One	567	50.0	8,961,451	26.6	41,390,627	30.0
Two	114	10.2	2,178,988	6.5	10,063,771	7.3
Three	42	3.7	986,030	2.9	5,205,670	3.8
Four	28	2.5	652,115	2.0	2,460,392	1.8
Five to Nineteen	81	7.1	1,980,702	5.9	8,398,271	6.1
Twenty and Over	301	26.5	18,875,766	56.1	70,457,321	51.0
<u>1939</u>						
Total(1)	1,186	100.0	34,010,115	100.0	138,497,043	100.0
One	573	48.3	8,793,251	25.8	39,761,393	28.7
Two	124	10.5	2,402,227	7.1	11,044,471	8.0
Three	69	5.8	1,099,720	3.2	5,781,712	4.2
Four	24	2.0	634,928	1.9	2,613,847	1.9
Five to Nineteen	116	9.8	3,275,474	9.6	14,244,452	10.3
Twenty and Over	280	23.6	17,804,515	52.4	65,051,168	46.9

(1) Includes vaudeville and legitimate theatres.

Table 3.- Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces,
and in Selected Cities, 1938 and 1939

Province and City	1938					1939				
	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Average
CANADA	1,133	137,976,052	497,156,468	28	1,186	138,497,043	511,404,711	27		
Prince Edward Island	5	395,772	1,851,504	21	6	397,940	1,862,954	21		
Nova Scotia	60	5,758,398	24,299,457	24	64	6,204,655	27,767,588	22		
New Brunswick	38	3,850,506	15,315,052	25	39	3,699,291	14,352,441	26		
Quebec	172	29,561,273	119,526,798	25	172	29,489,279	122,072,633	24		
Ontario	363	59,562,426	199,491,429	50	383	59,686,373	205,135,159	29		
Manitoba	102	10,024,865	37,147,205	27	115	9,596,548	37,476,923	26		
Saskatchewan	129	5,341,058	23,814,232	22	144	5,692,883	24,892,713	23		
Alberta	148	7,652,362	26,253,175	29	150	7,775,491	27,074,494	29		
British Columbia	116	15,829,392	49,477,616	32	116	15,954,583	50,731,826	31		
Selected Cities:										
Toronto	106	22,741,648	67,360,414	34	108	22,726,525	64,609,041	35		
Montreal	67	21,650,842	85,136,424	25	67	21,485,377	88,056,868	24		
Winnipeg	40	7,800,602	29,970,633	26	44	7,547,503	30,369,010	25		
Vancouver	37	9,547,313	30,439,875	31	37	9,477,476	30,699,558	31		
Hamilton	19	4,378,663	15,353,304	29	18	4,257,414	15,213,612	28		
Ottawa	14	4,040,543	15,076,701	27	14	3,966,787	14,893,892	27		
Quebec	11	2,258,911	7,998,704	28	11	2,288,973	6,803,407	34		
Edmonton	10	2,493,121	8,674,515	29	10	2,608,010	9,056,535	29		
Calgary	11	2,158,392	8,314,480	26	10	2,115,326	8,256,936	26		
Halifax	9	1,721,872	7,202,136	24	9	2,011,986	8,693,724	23		
Windsor	8	2,117,006	8,034,260	26	8	2,005,022	7,690,904	26		
London	8	1,988,074	8,997,540	22	8	1,959,333	8,336,396	24		

(1) The number of admissions there would have been had every seat been occupied for every performance.

Table 9.---Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1939

Economic Division	Proportion of Single and Double Feature Performances													
	All Theatres		All Single				50%-99% Single				1% to 49% Single		All Double	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%		
CANADA -														
Number	1,186	100.0	418	35.2	238	20.1	188	15.9	342	28.8				
Receipts	\$34,010,115	100.0	7,237,798	21.3	5,591,883	16.4	8,460,451	24.9	12,719,983	37.4				
Admissions	138,497,043	100.0	23,412,306	16.9	19,842,859	14.3	34,790,431	25.2	60,451,447	43.6				
Maritime Provinces -														
Number	109	100.0	52	47.7	24	22.0	15	13.8	18	16.5				
Receipts	\$ 2,358,838	100.0	814,704	34.5	550,527	23.5	487,522	20.7	506,085	21.5				
Admissions	10,301,886	100.0	3,108,082	30.2	2,294,546	22.3	2,096,883	20.3	2,802,375	27.2				
Quebec -														
Number	172	100.0	29	16.9	17	9.9	21	12.2	105	61.0				
Receipts	\$ 7,032,678	100.0	706,830	10.1	218,213	3.1	923,086	13.1	5,184,549	73.7				
Admissions	29,489,279	100.0	1,973,861	6.7	754,453	2.6	3,029,793	10.3	23,728,172	80.4				
Ontario -														
Number	383	100.0	70	18.3	78	20.4	88	23.0	147	38.3				
Receipts	\$15,247,941	100.0	3,254,566	21.3	3,033,945	19.9	4,148,682	27.2	4,810,748	31.6				
Admissions	59,686,373	100.0	9,907,190	16.6	10,137,867	17.0	17,137,436	28.7	22,502,880	37.7				
Prairie Provinces -														
Number	409	100.0	241	58.9	88	21.5	36	8.8	44	10.8				
Receipts	\$ 5,629,108	100.0	1,900,922	33.8	1,117,658	19.9	1,380,364	24.5	1,220,164	21.8				
Admissions	23,064,922	100.0	6,715,031	29.1	4,165,889	18.1	5,902,444	25.6	6,281,558	27.2				
British Columbia -														
Number	113	100.0	26	23.0	31	27.4	28	24.8	28	24.8				
Receipts	\$ 3,741,550	100.0	560,776	15.0	671,540	17.9	1,520,797	40.7	938,437	26.4				
Admissions	15,954,583	100.0	1,708,142	10.7	2,487,104	15.6	6,623,875	41.5	5,135,462	32.2				

Table 10.--Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1936 and 1939

	1936						1939					
	Total		Single		Double		Total		Single		Double	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	559,934	100.0	211,030	37.7	348,904	62.3	676,773	100.0	252,214	37.3	424,559	62.7
Prince Edward Island	2,536	100.0	2,536	100.0	-	-	2,623	100.0	2,431	92.6	192	7.4
Nova Scotia	30,981	100.0	18,696	60.3	12,285	39.7	39,583	100.0	20,805	52.6	18,778	47.4
New Brunswick	21,099	100.0	13,181	62.5	7,918	37.5	23,197	100.0	11,802	50.9	11,395	49.1
Quebec	118,007	100.0	21,909	18.6	96,098	81.4	137,209	100.0	21,885	16.0	115,324	84.0
Ontario	215,872	100.0	86,974	40.3	128,898	59.7	233,973	100.0	93,514	35.4	170,459	64.6
Manitoba	43,771	100.0	12,632	28.9	31,139	71.1	56,632	100.0	21,317	37.6	35,315	62.4
Saskatchewan	36,581	100.0	21,778	59.5	14,803	40.5	43,971	100.0	32,747	74.5	11,224	25.5
Alberta	34,819	100.0	17,268	49.6	17,551	50.4	47,152	100.0	25,597	54.3	21,555	45.7
British Columbia ...	56,268	100.0	16,056	28.5	40,212	71.5	62,433	100.0	22,116	35.4	40,317	64.6

Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1933 and 1939

Province	Total Theatres	Average Price of Admission (1)											50¢ and Over
		Less than 15¢	15¢ to 19¢	20¢ to 24¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	
1938													
CANADA	1,133	58	144	138	150	182	133	90	160	34	27	6	11
Prince Edward Island	5	-	-	-	2	-	1	-	2	-	-	-	-
Nova Scotia	60	2	7	7	12	16	7	3	6	-	-	-	-
New Brunswick	38	1	6	6	6	6	9	3	1	-	-	-	-
Quebec	172	19	27	17	18	27	21	5	20	10	6	1	1
Ontario	363	21	51	42	64	35	37	35	54	10	10	1	3
Manitoba	102	4	13	29	17	14	9	4	7	1	3	1	-
Saskatchewan	129	1	11	12	7	29	21	17	27	1	2	-	1
Alberta	148	1	10	15	9	43	21	16	20	9	2	-	2
British Columbia ...	116	9	19	10	15	12	7	7	23	3	4	3	4
1939													
CANADA	1,186	44	163	138	150	170	161	125	152	43	25	6	9
Prince Edward Island	6	-	-	1	2	-	-	-	3	-	-	-	-
Nova Scotia	64	3	9	3	18	11	7	7	6	-	-	-	-
New Brunswick	39	1	5	7	6	13	3	3	1	-	-	-	-
Quebec	172	17	28	16	16	23	26	8	21	7	9	-	1
Ontario	383	12	55	52	63	49	38	43	47	14	6	2	2
Manitoba	115	4	18	24	21	18	8	8	7	3	3	-	1
Saskatchewan	144	-	12	12	8	24	24	26	30	5	2	-	1
Alberta	150	1	10	9	8	25	45	23	18	7	1	-	3
British Columbia ...	113	6	26	14	8	7	10	7	19	7	4	4	1

(1) Total Receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

Table 13.—Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were Shown, by Provinces, 1938 and 1939

Province	Stage Presentations with Motion Picture Programs						Stage Presentations Without Motion Picture Programs (Professional)					
	Amateur			Professional			No. of Theatres			No. of Days		
	No. of Theatres	No. of Days	No. of Theatres	No. of Days	No. of Theatres	No. of Days	No. of Theatres	No. of Days	No. of Theatres	No. of Days	No. of Theatres	No. of Days
	1938	1939	1938	1939	1938	1939	1938	1939	1938	1939	1938	1939
CANADA	126	101	1,552	1,107	99	108	3,171	4,514	55	65	426	472
Prince Edward Island	-	1	-	1	1	-	3	-	-	1	-	1
Nova Scotia	9	10	54	62	21	16	186	190	2	-	3	-
New Brunswick	7	3	37	12	9	6	174	11	1	1	2	2
Quebec	23	11	468	91	27	40	1,583	2,356	13	11	112	137
Ontario	44	51	751	645	23	24	453	1,243	6	3	117	101
Manitoba	10	-	46	-	10	5	425	341	3	9	124	156
Saskatchewan	7	4	22	14	2	4	5	11	13	25	24	46
Alberta	11	10	89	185	1	5	1	13	10	12	29	16
British Columbia ...	15	11	85	97	5	8	341	349	7	3	15	13

Note: Since some theatres presented stage shows under two or all three of the classifications mentioned above, the number of theatres shown in the three columns are not mutually exclusive.

Table 14.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1938 and 1939

Province	1938				1939			
	New+ Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New+ Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA	94	21	29	+ 86	71	20	38	+ 53
Prince Edward Island	1	-	-	+ 1	1	-	-	+ 1
Nova Scotia	8	1	3	+ 6	6	1	3	+ 4
New Brunswick	3	1	-	+ 4	1	1	1	+ 1
Quebec	9	1	4	+ 6	5	1	6	0
Ontario	10	5	1	+ 14	21	2	3	+ 20
Manitoba	14	2	4	+ 12	12	3	2	+ 13
Saskatchewan	9	6	9	+ 6	14	8	7	+ 15
Alberta	23	4	6	+ 21	6	3	7	+ 2
British Columbia ...	17	1	2	+ 16	5	1	9	- 3

+ Includes community halls in the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 15.---Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1939.

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts \$	Admissions No.	Days in Operation No.	No.	Receipts \$	Admissions No.	Days in Operation No.
CANADA	11	26,732	96,931	1,044	96	183,323	796,990	10,883
Prince Edward Island	2	(x)	(x)	168	-	-	-	-
Nova Scotia	-	-	-	-	8	12,182	55,064	1,079
New Brunswick	-	-	-	-	4	5,238	23,822	230
Quebec	-	-	-	-	-	-	-	-
Ontario	-	-	-	-	24	50,202	204,595	2,558
Manitoba	-	-	-	-	7	18,635	78,337	923
Saskatchewan	5	7,856	32,535	269	30	49,895	252,378	3,178
Alberta	2	(x)	(x)	381	18	40,460	163,296	2,544
British Columbia ...	2	(x)	(x)	226	5	6,711	19,498	371

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 16.--Principal Statistics for Film Exchanges in Canada,
1930 and 1933 to 1939

Year	Number of Exchanges	Number of Employees		Salaries and Wages \$	Receipts \$
		Male	Female		
1930	59	372	291	1,074,700	9,536,200
1933	59	331	243	855,800	6,797,600
1934	60	344	230	923,400	7,370,200
1935	61	358	249	953,700	7,704,500
1936	66	377	265	1,011,200	8,358,900
1937	63	380	256	1,062,900	9,471,100
1938	62	385	263	1,081,900	10,218,700
1939	67	414	275	1,125,800	10,315,500

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1939.

Prince Edward Island

Charlottetown	- Capitol	Montague	- Yeo's
"	- Prince Edward	Souris	- Yeo's
Crapaud	- Yeo's	Summerside	- Capitol

Nova Scotia

Amherst	- Capitol	Liverpool	- Astor
"	- Strand	Lockeport	- Hayden
Annapolis Royal	- King's	Lunenburg	- Capitol
Antigonish	- Capitol	Middleton	- Capitol
Barrington Passage	- Goudey	New Germany	- York
Berwick	- Bligh's	New Glasgow	- Academy
Bridgetown	- Strand	" "	- Roseland
Bridgewater	- Capitol	New Waterford	- Majestic
Canso	- Ideal	North Sydney	- Rivoli
Chester	- Kenerik	Parrsboro	- Community
"	- Strand	Pictou	- Capitol
Clark's Harbour	- Vimy	River Hebert	- Palace
Dartmouth	- Dundas	Shelburne	- Capitol
Dartmouth	- Mayfair	Shubenacadie	- Majestic
Digby	- Capitol	Springhill	- Capitol
Dominion	- Royal	Stellarton	- Jubilee
Freeport	- New Era	Sydney	- Capitol
Glace Bay	- Russell	"	- Casino
" "	- Savoy	"	- Star
Halifax	- Capitol	"	- Strand
"	- Casino	"	- Vogue
"	- Community	Sydney Mines	- Strand
"	- Empire	Truro	- Capitol
"	- Family	"	- Strand
"	- Gaiety	Westport	- Strickland's
"	- Garrick	Westville	- Roxy
"	- Orpheus	Weymouth	- Community
"	- Oxford	Windsor	- Imperial
Hubbards	- Kenerik	Wolfville	- Orpheum
Inverness	- Palace	Woodside	- Princess
Kentville	- Capitol	Yarmouth	- Community
"	- Empire	"	- Capitol

New Brunswick

Andover	- Capitol	Edmundston	- Capitol
Bathurst	- Opera House	"	- Star
Black's Harbour	- Strand	Fairville	- Gaiety
Campbellton	- Capitol	Fredericton	- Capitol
Chatham	- Capitol	"	- Gaiety
Chipman	- Chipman	Grand Falls	- Opera House
Dalhousie	- Capitol	Grand Manan	- Happy Hour
Deer Island	- Mayfair	Hartland	- Capitol

New Brunswick--(Cont'd)

Harvey Station	Empire	St. John	Capitol
McAdam	Capitol	" "	Community
Marysville	Lyric	" "	Empire
Minto	Gaiety	" "	Mayfair
Moncton	Capitol	" "	Regent
	Empress	" "	Strand
	Imperial	St. Stephen	Queen
Newcastle	Opera House	Sackville	Imperial
Plaster Rock	Community Hall	Shediac	Capitol
Richibucto	Kent	Sussex	Strand
St. Andrews	Marina	Woodstock	Capitol
St. George	Capitol		

Quebec

Amos	Royal	Magog	Capitol
Arvida	Palace	"	Wonderland
Asbestos	Asbestos	Maniwaki	Plaza
Aylmer	Pix	Marieville	National
Beauharnois	Ideal	Matane	Nationale
Bedford	Bedford	Mont Joli	Cinema de Mont-Joli
Bourlamaque	Capitol	Mont Laurier	Cinema Mont-Laurier
Brownsburg	Capitol	Montreal	Amherst
Buckingham	Oasis	"	Arcade
Cadillac	Palace	"	Beaubien
Campbell's Bay	Campbell's Bay	"	Belmont
Chambly Canton	Chambly	"	Cameo
Chateauquay	Alamo	"	Canada
Chicoutimi	Capitol	"	Canadian
Coaticook	Rivoli	"	Capitol
Cowansville	Princess	"	Cartier
Dolbeau	Imperial	"	Centre
Drummondville	Capitol	"	Century
	Drummond	"	Chateau
Duparquet	Beattie Athletic	"	Cinema de Paris
Farnham	Rialto	"	Corona
Granby	Cartier	"	Crystal Palace
"	Palace	"	Dominion
Grand Mere	National	"	Electra
Hull	Cartier	"	Empire
"	Laurier	"	Empress
Huntingdon	O'Connor	" (Lachine)	Empress
Joliette	Arena	"	Fairyland
Joliette	Passe Temps	" (Verdun)	Fifth Avenue
Jonquiere	Empire	"	Francais
Lachute	Rex	"	Granada
Lac Megantic	Bijou	"	His Majesty's
La Tuque	Empire	"	Hollywood
Levis (Bienville)	Academie de Musique	"	Imperial
Levis	Cinema de Levis	"	Laval
Longueuil	Radio	"	Lido
Louiseville	Royal	"	Loew's
McMasterville	Beloeil	"	Lord Nelson

Quebec---(Cont'd)

Montreal	- Maisonneuve	Quebec City	- Francais
"	- Majestic	" "	- Imperial
"	- Mayfair	" "	- Princess
"	- Midway	" "	- Rialto
"	- Monkland	" "	- Victoria
"	- Mount Royal	Rawdon	- Copping
"	- National	Richmond	- Myra
"	- Orleans	Rigaud	- Vimy
"	- Orpheum	Rimouski	- Cartier
" (Outremont)	- Outremont	Riviere du Loup	- Princess
"	- Palace	Rock Island	- Border
"	- Papineau	Rouyn	- Allevato
" (Verdun)	- Park	"	- Capitol
"	- Passe-Temps	"	- Rouyn
"	- Perron	Ste Agathe des Monts	- Alhambra
"	- Plaza	" " " "	- Roxy
"	- Princess	Ste Anne de Bellevue	- Rex
"	- Regent	St. Georges East	- St. Georges
"	- Rex	St. Hyacinthe	- Corona
"	- Rialto	" "	- Maska
"	- Rivoli	St. Jean	- Capitol
"	- Rosemont	" "	- Imperial
"	- Roxy	St. Jerome	- Rex
" (Lachine)	- Royal Alexandra	St. Joseph d'Alma	- Alma
"	- St. Denis	Ste Julienne	- Ste Julienne
" (Verdun)	- Savoy	St. Lambert	- Astor
"	- Seville	" "	- Victoria
"	- Snowdon	Ste Marie de Beauce	- Salle Bellevue
"	- Star	St. Therese de Blainville	- Roxy
"	- Starland	Senneterre	- Bell
"	- Stella	Shawinigan Falls	- Auditorium
"	- Strand	" "	- Roxy
"	- System	Sherbrooke	- Cinema de Paris
" (Verdun)	- Verdun Palace	"	- Granada
"	- Westmount	"	- Premier
"	- York	Sorel	- Eden
New Carlisle	- Stella	Terrebonne	- Poitras
Noranda	- Noranda	Thetford Mines	- Bey's
Pierreville	- Laperriere	Three Rivers	- Capitol
Plage Laval	- Club de Plage Laval	" "	- Cinema de Paris
Pointe au Pic	- Casino	" "	- Imperial
Port Alfred	- Chateau	" "	- Rialto
Quebec City	- Cinema de Paris	Val d'Or	- Palace
" "	- Cambrai	"	- Princess
" "	- Canadien	Valleyfield	- Bellerive
" "	- Capitol	"	- Royal
" "	- Cartier	Victoriaville	- Victoria
" "	- Empire	Waterloo	- Starland

Ontario

Acton	- Gregory	Almonte	- O'Brien
Alliston	- Circle	Amherstburg	- Liberty

Ontario---(Cont'd)

Ansonville	Empire	Essex	Rio
Armstrong	O'Brien	Exeter	Leavitt's
Aurora	Royal	Fergus	Grand
Aylmer	Capitol	Forest	Kineto
Barrie	Granada	Fort Erie North	Bellard
"	Imperial	Fort Frances	Royal
"	Roxy	Fort William	Orpheum
Beardmore	Roxy	" "	Royal
Belleville	Belle	Galt	Capitol
"	Capitol	"	Grand
"	McCarthy	"	Palace
Blenheim	Temple	Gananoque	Delaney
Blind River	Palace	Georgetown	Gregory
Bowmanville	Royal	Geraldton	Strand
Bracebridge	Strand	Glencoe	Fox
Bradford	Holland	Goderich	Capitol
Brampton	Capitol	Gore Bay	Community Hall
Brantford	Brant	Gravenhurst	Muskoka
"	Capitol	Grimsby	Moore's
"	College	Guelph	Capitol
"	Esquire	"	Royal
Brockville	Capitol	Hagersville	Regah
"	Regent	Hamilton	Capitol
Burlington	Hume	"	Community
Caledonia	Andrea	"	Delta
Campbellford	Hollywood	"	Empire
Cannington	Aldersey	"	Granada
Capreol	Audion	"	Kenilworth
Cardinal	Savoy	"	Kenmore
Carleton Place	Star	"	Lyceum
Chapleau	Regent	"	Lyric
Chatham	Capitol	"	Palace
"	Granada	"	Playhouse
Chesley	Roxy	"	Queen's
Chesterville	Community	"	Regent
Clinton	Roxy	"	Royal
Cobalt	Classic	"	Strand
Cobourg	Capitol	"	Tivoli
Cochrane	Empire	"	Westdale
Collingwood	Gayety	"	Windsor
"	Regent	Hanover	Paramount
Cornwall	Capitol	Harriston	Queen's
"	Palace	Harrow.	Haro
Creighton Mines	Regent	Hawkesbury	Ottawan
Delhi	Capitol	Hearst.	New Royal
"	Imperial	Hespeler	Queens
Dresden	Majestic	Huntsville	King George
Dryden	Strand	Ingersoll	Maitland
Dundas	Majestic	Kapuskasing	Community Club
Dunnville	Granada	Kenora	Bijou
Englehart	Palace	"	Derry's Palace
Espanola	Princess	Kincardine	Capitol

Ontario---(Cont'd)

Kingston	- Capitol	Orillia	- Geneva
"	- Grand	"	- Opera House
"	- Tivoli	"	- Princess
Kingsville	- Roxy	Oshawa	- Marks'
Kirkland Lake	- Capitol	"	- Regent
" "	- La Salle	Ottawa	- Avalon
" "	- Strand	"	- Capitol
" "	- Uptown	"	- Centre
Kitchener	- Capitol	"	- Elgin
"	- College	"	- Francais
"	- Lyric	"	- Imperial
Larder Lake	- Capitol	"	- Mayfair
Leamington	- Capitol	"	- Nola
"	- Vogue	"	- Regent
Leaside	- Bayview	"	- Rexy
Levack	- Rio	"	- Rialto
Lindsay	- Academy	"	- Rideau
"	- Kent	"	- Somerset
Listowel	- Capitol	"	- Victoria
Little Current	- Princess	Owen Sound	- Classic
London	- Capitol	" "	- Savoy
"	- Centre	Paris	- Capitol
"	- Elmwood	Parry Sound	- Royal
"	- Grand	Pembroke	- O'Brien
"	- Loew's	Penetanguishene	- Esquire
"	- Palace	Perth	- Perth
"	- Patricia	Peterborough	- Capitol
"	- Rex	"	- Centre
Long Branch	- Royal	"	- Regent
McKenzie Island	- Island	Petrolia	- Iroquois
Madoc	- Empire	Picton	- Regent
Massey	- Princess	Port Arthur	- Colonial
Matachewan	- Palace	" "	- Lyceum
Meaford	- Capitol	Port Carling	- Island Park
Midland	- Capitol	Port Colborne	- Strand
Milton	- Princess	Port Credit	- Vogue
Mimico	- Rex	Port Dover	- Gem
Mitchell	- Plaza	Port Elgin	- Elgin
Morrisburg	- Cameo	Port Hope	- Capitol
Mount Dennis	- Mount Dennis	Prescott	- Prescott
Mount Forest	- Roxy	Preston	- Park
Napanee	- Granada	Rainy River	- Gaiety
New Hamburg	- Regent	Red Lake	- Cabin
New Liskeard	- Empire	Renfrew	- O'Brien
Newmarket	- Strand	Ridgetown	- Palace
New Toronto	- Capitol	St. Catharines	- Capitol
Niagara Falls	- Capitol	" "	- Centre
" "	- Hollywood	" "	- Granada
North Bay	- Capitol	" "	- Lincoln
" "	- Royal	St. Mary's	- Lyric
Oakville	- Gregory	St. Thomas	- Capitol
Orangeville	- Uptown	" "	- Columbia

Ontario--(Cont'd)

St. Thomas	- Granada	Toronto	- Bloor
Sarnia	- Capitol	"	- Bloordale
"	- Imperial	"	- Bluebell
Sault Ste Marie	- Algoma	"	- Bonita
" " "	- Orpheum	"	- Brighton
" " "	- Princess	"	- Broadview
Schumacher	- Mascioli's	"	- Broadway
Seaforth	- Regent	"	- Brock
Simcoe	- Capitol	"	- Cameo
"	- Lyric	"	- Capitol
"	- Norfolk	"	- Carlton
Sioux Lookout	- Mayfair	"	- Casino
Smith's Falls	- Capitol	"	- Centre
Smooth Rock Falls	- United Church Hall	"	- Century
South Porcupine	- Mascioli's	"	- Chateau
Southampton	- Esquire	"	- Christie
Stirling	- Stirling	"	- Circle
Stouffville	- Stanley	"	- Classic
Stratford	- Classic	"	- College
"	- Majestic	"	- College Playhouse
Strathroy	- King	"	- Colony
Sturgeon Falls	- Regent	"	- Community
Sudbury	- Capitol	"	- Crescent
"	- Grand	"	- Crown
"	- Regent	"	- Doric
"	- Rio	"	- Eastwood
Sutton West	- Simcoe	"	- Eclipse
Thessalon	- Empire	"	- Eglinton
Thorold	- Tivoli	"	- Embassy
Tilbury	- Plaza	"	- Esquire
Tillsonburg	- Capitol	"	- Fox
"	- Oxford	"	- Garden
"	- Strand	"	- Granada
Timmins	- Cartier	"	- Grant
"	- Goldfields	"	- Gerrard
"	- New Empire	"	- Grover
"	- Palace	"	- Guild
Toronto	- Academy	"	- Hillcrest
"	- Adelphi	"	- Hippodrome
"	- Alhambra	"	- Hollywood
"	- Allenby	"	- Hudson
"	- Apollo	"	- Ideal
"	- Arcadian	"	- Imperial
"	- Aster	"	- Iola
"	- Avalon	"	- Kenwood
"	- Avenue	"	- King
"	- Beach	"	- King's Playhouse
"	- Beaver	"	- Kum C.
"	- Bedford	"	- Lansdowne
"	- Bellevue	"	- La Plaza
"	- Belsize	"	- La Rita
"	- Beverly	"	- La Salle

Ontario--(Cont'd)

Toronto	- Loew's	Toronto	- St. Clair
"	- Madison	"	- Scarboro
"	- Major Rogers Road	"	- Tivoli
"	- Major St. Clair	"	- Ukranian Temple
"	- Manor	"	- Uptown
"	- Mayfair	" (Forest Hill)	- Village
"	- Metro	"	- York
"	- New Strand	Trenton	- Capitol
"	- Oakwood	"	- Trent
"	- Odeon	Tweed	- Tweed
"	- Oriole	Uxbridge	- Strand
"	- Orpheum	Walkerton	- Rienville
"	- Oxford	Wallaceburg	- Alexander
"	- Palace	"	- Capitol
"	- Paradise	Waterloo	- Waterloo
"	- Paramount	Welland	- Capitol
"	- Parkdale	"	- Community
"	- Parliament	Weston	- Weston
"	- Photodrome	Whitby	- Brock
"	- Pickford	Warton	- Berford
"	- Prince of Wales	Williamsburg	- Picadilly
"	- Pylon	Windsor	- Capitol
"	- Queen	"	- Empire
"	- Radio City	"	- Palace
"	- Regent	"	- Regent
"	- Revue	"	- Royal
"	- Rex	"	- Temple
"	- Rialto	"	- Tivoli
"	- Rio	"	- Vanity
"	- Royal	Wingham	- Lyceum
"	- Royal Alexandra	Woodstock	- Capitol
"	- Royal George	"	- Princess
"	- Royce	"	- Royal
"	- Runnymede		

Manitoba

Arborg	- Arborg	Deloraine	- Jubilee
Austin	- Austin	Emerson	- De Luxe
Baldur	- Baldur	Flin Flon	- Northland
Beausejour	- Star	" "	- Rex
Binscarth	- Strand	Foxwarren	- Foxwarren
Birtle	- Savoy	Gilbert Plains	- Plains
Bissett	- Rice Lake	Gladstone	- Rivilo
Boissevain	- Victoria	Glenboro	- Roxy
Brandon	- Capitol	Grandview	- Orland
"	- Oak	Hamiota	- McConnell
"	- Strand	Holland	- Holland
Carberry	- Palace	Kenton	- Community Club
Carman	- Boyne	Killarney	- Lyceum
Crystal City	- De Luxe	Lac du Bonnet	- Star
Dauphin	- Dauphin	Lenore	- Lenore
"	- Gay	McCreary	- Municipal

Manitoba--(Cont'd)

MacGregor	- Tivoli	Winnipeg (St. James)	- Classic
Manitou	- Pembina	"	- College
Melita	- Melita	"	- Colonial
Minnedosa	- Lyric	"	- Corona
Morden	- Starland	"	- Crescent
Morris	- Princess	"	- De Luxe
Neepawa	- Roxy	"	- Dominion
Oak Lake	- Oak Lake	"	- Elm
Oak River	- Municipal	"	- Fox
Pilot Mound	- Cozy	"	- Furby
Pine Falls	- Chateau	"	- Gaiety
Pipestone	- Memorial Hall	"	- Garrick
Plumas	- Mitzi	" (St. James)	- King's
Portage la Prairie	- Elite	"	- Lyceum
" " "	- Playhouse	"	- Mac's
Rapid City	- I.O.O.F. Hall	"	- Metropolitan
Reston	- Berry's	"	- Oak
Rivers	- Four Star	" (St. Vital)	- Onyx
Roblin	- Lyric	"	- Orpheum
Roland	- Playhouse	"	- Osborne
Russell	- Bijou	"	- Palace
St. Claude	- St. Claude	" (St. Boniface)	- Paris
Sherridon	- Roxy	"	- Park
Selkirk	- Roxy	" (Norwood)	- Plaza
Shoal Lake	- Masonic	"	- Regent
Somerset	- Lorne Central	"	- Rialto
Souris	- Avalon	"	- Rio
Stony Mountain	- Oak	"	- Rose
Stonewall	- Oak	" (East Kildonan)	- Roxy
Swan River	- Palace	"	- Starland
Teulon	- Teulon	"	- State
The Pas	- Roxy	"	- Times
Transcona	- Transcona	"	- Tivoli
Treherne	- Legion	"	- Tower
Virden	- Auditorium	"	- Ukrainian Temple
Wasagamung	- Park	"	- Uptown
Waskada	- Brenda	"	- Valour
Winnipeg	- Arlington	" (St. Vital)	- Windsor
" (Norwood)	- Baddow	"	- Wonderland
"	- Beacon	Winnipeg Beach	- Beach View
"	- Bijou	Winnipegosis	- Rex
"	- Capitol		

Saskatchewan

Abbey	- Community	Bengough	- Bengough
Arborefield	- Tivoli	Bienfait	- Legion
Arcola	- Princess	Biggar	- Majestic
Assiniboia	- Olympia	Big River	- Big River
Aylsham	- Northern Light	Birch Hills	- Municipal
Balcarres	- Arcadia	Broadview	- Town Hall
Battleford	- Nada	Bruno	- Bruno

Saskatchewan (Cont'd)

Buchanan	- Municipal	Lucky Lake	- Mirror
Canora	- Royal	Luseland	- Community
Carlyle	- Community Hall	Macklin	- Community Hall
Climax	- Community	Maidstone	- Maidstone
Conquest	- Coliseum	Maple Creek	- Grand
Craik	- Pallas	Margo	- Municipal
Cudworth	- Municipal	Maryfield	- Community
Davidson	- Pallas	Meadow Lake	- Strand
Dinsmore	- Gaiety	Melfort	- Grand
Doddsland	- Doddsland	Melville	- Princess
East End	- Pastime	Meyronne	- Municipal
Eatonia	- Frank's	Milestone	- Municipal
Elbow	- Wynn's	Moose Jaw	- Capitol
Elfros	- Elfros	" "	- Orpheum
Esterhazy	- Community	" "	- Royal
Estevan	- Orpheum	Moosomin	- Lyric
Eston	- Eston	Morse	- Morse Town Hall
Fairlight	- Community	Mossbank	- Rose
Foam Lake	- Foam Lake	Naicam	- Community
Fort Qu'Appelle	- Dix	Neilburg	- Community
Fox Valley	- Fox Valley	Neudorf	- Obleman
Glaslyn	- Glaslyn	Nipawin	- Orpheum
Golden Prairie	- Rex	Nokomis	- Nokomis
Goldfields	- Bay	Norquay	- Norquay
"	- Roxy	North Battleford	- Empress
Gravelbourg	- Legion	Outlook	- Lyric
Grenfell	- Windsor	Oxbow	- Palladium
Gull Lake	- Lyceum	Perdue	- Onyx
Hanley	- Morgan	Ponteix	- De Lux
Herbert	- Municipal	Preeceville	- Preeceville
Hudson's Bay Junction	- Legion	Prince Albert	- Orpheum
Humboldt	- Lux	" "	- Strand
Indian Head	- Auditorium	Radisson	- Tweedsmuir
Kamsack	- Elite	Radville	- Princess
Kelliher	- Community	Raymore	- Community
Kelvington	- Legion	Regina	- Capitol
Kenaston	- Community	"	- Grand
Kerrobert	- Orpheum	"	- Metropolitan
Kincaid	- Kincaid Hall	"	- Rex
Kindersley	- Rex	"	- Roxy
Kinistino	- Marlowe's	Riverhurst	- Hollywood
Kipling	- Kipling	Rosetown	- Unique
Kyle	- Kyle	Rose Valley	- Pioneer
La Fleche	- Globe	Rosthern	- Orpheum
Langenburg	- Capitol	Saskatoon	- Capitol
Lanigan	- Municipal	"	- Daylight
Lashburn	- Community Hall	"	- Ritz
Leader	- Star	"	- Roxy
Leask	- Marks	"	- Tivoli
Limerick	- Palace	Shaunavon	- Plaza
Lintlaw	- Municipal	Shellbrook	- Shellbrook
Lloydminster	- Empress	Simpson	- Victoria

Saskatchewan--(Cont'd)

Spalding	-- Municipal	Viscount	-- Community
Speers	-- Scott's	Wapella	-- Municipal
Spiritwood	-- Community	Watrous	-- Roxy
Star City	-- Roxy	Watson	-- Star
Strasbourg	-- Municipal	Weldon	-- Municipal
Swift Current	-- Eagle	Weyburn	-- Hi-Art
" "	-- Lyric	White Fox	-- Ladysmith Hall
Tisdale	-- Falcon	Whitewood	-- Rex
Tugaske	-- Tugaske	Wilkie	-- Roxy
Turtleford	-- Recreation	Willow Bunch	-- Palace
Unity	-- Star	Wolseley	-- Savoy
Wadena	-- G.W.V.A. Hall	Wynyard	-- Legion
Wakaw	-- Municipal	Yorkton	-- Roxy

Alberta

Acme	-- McInnis	Clive	-- Community
Alix	-- Legion	Clyde	-- Community
Alliance	-- Elks	Coal Valley	-- Community
Athabaska	-- Parker	Coleman	-- Palace
Banff	-- Lux	Consort	-- Consort
Barrhead	-- Roxy	Coronation	-- Star
Bashaw	-- Lyric	Cremona	-- Community
Beaverlodge	-- Victory	Daysland	-- Daysland
Bellevue	-- Cole's	Delburne	-- Opera House
Bentley	-- Community	Dewberry	-- Community
Berwyn	-- Berwyn	Didsbury	-- Opera House
Big Valley	-- Lyceum	Donalda	-- I.O.O.F. Hall
Blairmore	-- Orpheum	Drumheller	-- Napier
Bonnyville	-- Century	East Coulee	-- Star
Brooks	-- Gayety	Eckville	-- Eckville
Burdett	-- Community	Edberg	-- Victoria
Cadomin	-- Cadom'r	Edgerton	-- Edgerton
Calgary	-- Capitol	Edmonton	-- Avenue
"	-- Crescent	"	-- Capitol
"	-- Gary	"	-- Dreamland
"	-- Isis	"	-- Empire
"	-- Kinema	"	-- Empress
"	-- Palace	"	-- Gem
"	-- Plaza	"	-- Princess
"	-- Strand	"	-- Rialto
"	-- Tivoli	"	-- Roxy
"	-- Variety	"	-- Strand
Camrose	-- Bailey	Edson	-- New Edson
Canmore	-- Opera House	Elnora	-- Community
Carbon	-- Carbon	Fairview	-- Gem
Cardston	-- Mayfair	Foremost	-- Midland
Castor	-- Pekin Hall	Forestburg	-- Crillion
Champion	-- Cameo	Fort McMurray	-- Fort
Chauvin	-- Chauvin	Fort Saskatchewan	-- Community
Claresholm	-- Rex	Gleichen	-- Community

Alberta---(Cont'd)

Grande Prairie	- Capitol	Olds	- Mayfair
Granum	- Starland	Peace River	- Boyd
Hanna	- Capitol	Picture Butte	- Melody
Hardisty	- Kiefer's	Pincher Creek	- Opera House
High Prairie	- Memorial	Ponoka	- Empress
High River	- Wales	Provost	- Royal
Hillcrest	- Hillcrest	Raymond	- Capitol
Holden	- Community	Red Deer	- Capitol
Hughenden	- Recreation	" "	- Crescent
Hussar	- Community	Rimbey	- Town Hall
Innisfail	- Royal	Rockyford	- Rockyford
Innisfree	- Innisfree	Rocky Mountain House	- Roxy
Irma	- Kiefer's	Rosedale	- Midway
Jasper	- Chaba	Royalties	- Mount View
Killam	- Empire	Ryley	- Ryley
Lacombe	- Avalon	St. Paul	- Elite
Lamont	- Lamont	Sedgewick	- Sedgewick
Leduc	- Telford	Spirit River	- Masonic Hall
Lethbridge	- Capitol	Standard	- Standard
"	- Lealta	Stavely	- Stavely
"	- Rdxxy	Stettler	- Stettler
Longview	- Roxy	Strathmore	- Hirtle's
Lougheed	- Community Hall	Strome	- Memorial
Luscar	- Luscar	Sylvan Lake	- Uptown
McLennan	- Elks	Taber	- Rex
MacLeod	- Empress	Three Hills	- Lyric
Magrath	- Empress	Tofield	- Variety
Mannville	- Orange	Trochu	- Strohmaire's
Marwayne	- Marwayne	Turner Valley	- Valley
Mayerthorpe	- Mayerthorpe	Two Hills	- Recreation
Medicine Hat	- Monarch	Vauxhall	- Community
" "	- Roxy	Vegreville	- Vimy
Mirror	- Grand	Vermilion	- Columbia
Morinville	- Parish	Viking	- Elks
Mountain Park	- Mountain Park	Vulcan	- Vulcan
Mundare	- National	Wainwright	- Elite
Nanton	- Elkland	Warner	- Empress
Newcastle	- Sylvia	Waterways	- Waterways
Nordeg	- Empress	Westlock	- U.F.A. Theatre
Okotoks	- Municipal	Wetaskiwin	- Audion

British Columbia

Abbotsford	- Abbotsford	Cumberland	- Ilo Ilo
Armstrong	- Star	Dawson Creek	- Carlsania
Ashcroft	- Ash	Duncan	- Capitol
Atlin	- Globe	Esquimalt	- Cadet
Bralorne	- Community	Fernie	- Orpheum
Britannia Beach	- Tunnel Hall	Fort St. John	- Community Hall
Chilliwack	- Strand	Ganges	- Rex
Copper Mountain	- Community Club	Grand Forks	- Granada
Courtenay	- Bickle	Hammond	- Hammond
Cranbrook	- Star	Haney	- Haney
Creston	- Grand	Kamloops	- Capitol
"	- Tivoli	Kelowna	- Empress

British Columbia--(Cont'd)

Kimberley	- Orpheum	Vancouver	- Capitol
Ladner	- Ladner	"	- Colonial
Ladysmith	- Rio	"	- Dominion
Langley Prairie	- Langley	"	- Dunbar
Lillooet	- Log Cabin	"	- Fraser
Masset	- Masset Hall	"	- Grandview
Merritt	- Rex	" (West)	- Hollyburn
Michel	- Opera House	"	- Hollywood
Mission City	- Victory	"	- Kerrisdale
Nanaimo	- Capitol	"	- Kingsway
Natal	- Natal	"	- Kitsilano
Nelson	- Capitol	" (North)	- Lonsdale
"	- Civic	"	- Lyric
New Westminster	- Columbia	"	- Marpole
" "	- Edison	"	- Music Box
" "	- Metro	" (North)	- Nova
" "	- Sapperton	" (Burnaby)	- Oak
" "	- Westminster	"	- Olympia
Oak Bay	- Oak Bay	"	- Orpheum
Ocean Falls	- Pacific Mills	"	- Paradise
Oliver	- Oliver	"	- Plaza
Penticton	- Capitol	"	- Regent
Port Alberni	- Capitol	"	- Rex
" "	- Port	"	- Rio
Prince Rupert	- Capitol	"	- Roxy
Princeton	- Capitol	"	- Royal
Quesnel	- Rex	"	- Stanley
Revelstoke	- Avolie	"	- Star
Rock Bay	- Rock Bay Hall	"	- Strand
Rossland	- Capitol	"	- Varsity
Salmon Arm	- Rex	"	- Victoria
Port Alice	- Port Alice	"	- Windsor
Powell River	- Patricia	Vernon	- Capitol
Premier	- Community Hall	Victoria	- Atlas
Prince George	- Strand	"	- Capitol
Sointula	- Opera House	"	- Dominion
Squamish	- Squamish	"	- Plaza
Stewart	- Opera House	"	- Rio
Trail	- Strand	Wells	- Sunset
"	- Rialto	Westview	- Roxy
Vancouver	- Alma	White Rock	- White Rock
"	- Bay	Williams Lake	- Oliver
"	- Beacon	Woodfibre	- Community Hall
"	- Broadway	Ziballo	- Community
"	- Cambie		

FILM EXCHANGES IN CANADA, 1939

Name

Head Office Address

Bachand, Guy	Olivier Bldg.	Sherbrooke, Que.
Colonial Pictures Ltd.,	277 Victoria St.	Toronto, Ont.
Columbia Pictures of Canada Ltd.	21 Dundas Square	Toronto, Ont.
Compagnie France Film	1135 Beaver Hall Hill	Montreal, Que.
Cosmopolitan Films Ltd.	277 Victoria St.	Toronto, Ont.
Eastern Film Company	87 Union St.	St. John, N.B.
Empire Universal Films Ltd.	277 Victoria St.	Toronto, Ont.
Grand National Films Ltd.	277 Victoria St.	Toronto, Ont.
Maritime Film Exchange	12 Hazen Ave.	St. John, N.B.
Paramount Film Service Ltd.	111 Bond St.	Toronto, Ont.
Peerless Films Ltd.	277 Victoria St.	Toronto, Ont.
Regal Films Ltd.	277 Victoria St.	Toronto, Ont.
Regent Film, Inc.	5975 Monkland Ave.	Montreal, Que.
R.K.O. Distributing Corp. of Can. Ltd.	277 Victoria St.	Toronto, Ont.
Sovereign Film Distributors Ltd.	277 Victoria St.	Toronto, Ont.
Superior Films Ltd.	277 Victoria St.	Toronto, Ont.
Twentieth Century-Fox Corp. Ltd.	110 Bond St.	Toronto, Ont.
United Artists Corp. Ltd.	277 Victoria St.	Toronto, Ont.
Vitagraph Ltd.	21 Dundas Square	Toronto, Ont.

Published by Authority of the Hon. James A. MacKINNON, M.P.
Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

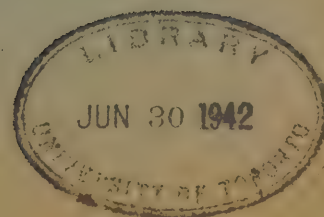
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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1940

Summary

Admissions to motion picture theatres in Canada exceeded one and one-half millions in 1940 while box office receipts, exclusive of amusement taxes, reached a total of almost \$38,000,000, according to final results of the annual survey of motion picture theatres made by the Internal Trade Branch of the Dominion Bureau of Statistics. Per capita expenditure at motion picture houses stood at \$3.35 for 1940 compared with \$3.03 for 1939, \$3.02 for 1938 and \$3.77 for 1930, the earliest year for which figures are available. There were altogether 1,232 motion picture theatres in Canada in 1940 and these had a total of 152,137,277 admissions for the year with box office receipts of \$37,858,955, up 10 per cent in number of admissions and 11 per cent in receipts compared with 1939.

All provinces reported gains in admissions and receipts over 1939, a marked increase in the city of Halifax producing a gain for the Province of Nova Scotia considerably in excess of those recorded for other provinces. Percentage increases in box office receipts over 1939 for the various provinces are as follows: Nova Scotia, 29 per cent; New Brunswick, 21 per cent; Ontario, 14 per cent; Saskatchewan, 11 per cent; Alberta, 9 per cent; Manitoba, 8 per cent; Quebec, 7 per cent; British Columbia, 6 per cent; and Prince Edward Island, 2 per cent.

Nine theatres in Halifax had 2,767,340 admissions and \$644,979 receipts in 1940, up 38 per cent in number of admissions and 48 per cent in value of receipts compared with the preceding year. Other cities with increases in receipts amounting to 20 per cent or over together with the percentage increases over 1939 are as follows: Sydney, 27 per cent; St. John, 24 per cent; Windsor, Ontario, 24 per cent; Sudbury, 17 per cent; St. Catharines, 33 per cent; Brantford, 27 per cent; and Calgary, 27 per cent.

Potential admissions to motion picture theatres in 1940 totalled 507,139,955. That is, this figure represents the number of admissions there would have been had there been a full house in every theatre at every performance. A comparison of this figure with the actual number of admissions or 152,137,277 indicates that 30 per cent of the seating capacity was utilized on the average at each performance. The corresponding ratio for 1939 was 27 per cent. The ratio for 1940 varied considerably for different provinces, ranging from 22 per cent in Prince Edward Island to 33 per cent in Ontario. Ratios computed for some of the larger cities show 37 per cent for Toronto, 26 per cent for Montreal, 26 per cent for Winnipeg, 32 per cent for Vancouver,

35 per cent for Hamilton, 30 per cent for Ottawa, 38 per cent for Quebec, 29 per cent for Edmonton, 33 per cent for Calgary, 30 per cent for Halifax, 30 per cent for Windsor, and 27 per cent for London.

The relative proportions of single and double feature performances shown in 1940 varied but little from the previous year. Single feature performances formed 37 per cent of the total number while double feature programs made up the remaining 63 per cent. The proportion of double feature programs to the total was lowest in Prince Edward Island at 5 per cent and was highest in Quebec province at 83 per cent. Double feature programs formed 67 per cent of the total number shown in both Ontario and British Columbia, 63 per cent in Manitoba, 50 per cent in New Brunswick, 46 per cent in Alberta, 44 per cent in Nova Scotia, and 25 per cent in Saskatchewan.

Itinerant operators numbered 94 in 1940. Nine of these used 35 m.m. equipment, operated for a total of 769 days and had 69,878 admissions and \$18,567 receipts. The remaining 85 used 16 m.m. equipment, operated a total of 9,405 days and had 680,054 admissions and \$159,346 receipts.

Reports secured from 72 film exchanges engaged in supplying films to the theatres show total receipts for 1940 of \$11,880,895, of which \$11,445,167 represents the rental of films, \$385,504 represents revenue from advertising and \$50,224 represents receipts from other sources.

Per Capita Expenditure on Motion-Picture Entertainment,
Canada and the Provinces, 1930 and 1933-1940

(Exclusive of amusement taxes)

Province	1930	1933	1934	(1) 1935	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	2.33	2.36	2.50	2.70	2.93	3.02	3.03	3.35
Prince Edward Island	2.14	0.96	0.96	1.04	1.15	1.23	1.20	1.23	1.26
Nova Scotia	3.53	1.79	1.84	2.09	2.27	2.41	2.47	2.59	3.27
New Brunswick	2.69	1.33	1.41	1.64	1.78	1.86	1.95	1.84	2.21
Quebec	2.94	1.86	1.80	1.91	2.02	2.15	2.17	2.19	2.30
Ontario	4.70	3.09	3.16	3.19	3.49	3.90	4.07	4.08	4.63
Manitoba	3.94	2.56	2.58	2.72	2.83	3.07	3.20	3.03	3.23
Saskatchewan	2.19	1.12	1.15	1.28	1.51	1.48	1.45	1.57	1.76
Alberta	3.28	1.92	1.85	2.21	2.33	2.44	2.53	2.61	2.80
British Columbia ...	6.05	3.52	3.71	4.15	4.31	4.82	4.81	4.83	4.98

(1) Based on total receipts of regular theatres and itinerant operators.

GENERAL TABLES

	<u>Page</u>
Table 1.—Motion Picture Theatre Receipts, by Provinces, 1930, 1933 and 1935 to 1940	4
Table 2.—Indexes of Motion Picture Receipts, by Provinces, 1930 to 1940	4
Table 3.—Summary of Motion Picture Statistics, 1930 to 1940	5
Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1939 and 1940	6
Table 5.—Employment and Total Payroll in Motion Picture Theatres, Showing Proprietors and Family Members with and without Salary, by Provinces, 1940	8
Table 6.—Employment in Motion Picture Theatres Showing Projectionists, Musicians and Stage Hands and all other Employees Classified According to Number of Weeks in Operation and by Provinces, 1940	9
Table 7.—Motion Picture Theatres Classified According to Number of Theatres under same Ownership, Canada, 1930, 1939 and 1940	10
Table 8.—Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1939 and 1940	11
Table 9.—Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, Canada, 1940	12
Table 10.—Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces, 1939 and 1940	13
Table 11.—Distribution of Theatres According to Average Price of Admission, Canada, 1938 and by Provinces, 1939 and 1940 ..	14
Table 12.—Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada 1938 and by Provinces, 1939 and 1940	15
Table 13.—Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were shown, by Provinces, 1939 and 1940	16
Table 14.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1939 and 1940	17
Table 15.—Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1940	18
Table 16.—Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1940	19

Table 1.—Motion Picture Theatre Receipts by Provinces, 1930, 1933 and 1935 to 1940

Province	Receipts (1)									
	1930	1933	1935	1936	1937	1938	1939	1940		
CANADA	38,479,500	24,897,100	27,272,500	29,610,300	32,499,200	33,635,052	34,010,115	37,858,955		
Prince Edward Island	188,300	85,700	90,900	103,200	110,300	103,946	112,158	114,590		
Nova Scotia	1,814,500	933,300	1,100,200	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185		
New Brunswick	1,093,400	556,500	704,200	775,400	821,300	861,792	826,285	995,487		
Quebec	8,301,800	5,510,500	5,840,700	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058		
Ontario	15,900,900	10,960,200	11,717,100	12,883,400	14,457,000	15,202,597	15,247,941	17,348,450		
Manitoba	2,712,800	1,818,400	1,935,500	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801		
Saskatchewan	1,977,300	1,046,600	1,152,800	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380		
Alberta	2,323,700	1,433,200	1,630,300	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842		
British Columbia ...	4,166,800	2,552,700	3,100,800	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162		

(1) Receipts given do not include amusement taxes nor receipts of itinerant shows.

Table 2.—Indexes of Motion Picture Receipts, by Provinces, 1930 to 1940
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4
Prince Edward Island .	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9
Nova Scotia	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9
New Brunswick	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0
Quebec	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2
Ontario	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1
Manitoba	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4
Saskatchewan	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0
British Columbia	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2

Table 3.--Summary of Motion Picture Statistics, 1930 to 1940

Year and Province	No. of Theatres	Receipts (1)	Paid Admissions	Employees (2)		Salaries and Wages \$
				Male	Female	
1930	910	38,479,500	-	4,641	1,502	6,946,700
1931	-	34,006,400	-	-	-	-
1932	-	28,731,300	-	-	-	-
1933	765	24,954,200	-	3,842	1,396	4,446,200
1934	799	25,280,300	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	137,976,052	5,422	1,826	5,666,049
1939	1,186	34,010,115	138,497,043	5,574	1,903	5,954,796
CANADA	1,232	37,858,955	152,137,277	5,751	1,988	6,363,403
Prince Edward Island	6	114,590	403,773	30	9	16,748
Nova Scotia	60	1,828,185	7,730,490	270	134	255,061
New Brunswick	39	995,487	4,239,493	136	78	139,273
Quebec	190	7,490,058	31,444,246	1,137	337	1,089,531
Ontario	393	17,348,450	67,106,204	2,547	686	2,920,872
Manitoba	114	2,344,801	10,023,569	383	214	388,124
Saskatchewan	147	1,587,380	6,186,473	325	115	261,913
Alberta	159	2,183,842	8,301,586	438	95	453,688
British Columbia	124	3,966,162	16,701,443	485	320	838,193

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1939 and 1940

Province or City	Number of Theatres		Seating Capacity, 1940	Receipts (1)			Admissions			Average (2) Price, 1940
	1939	1940		1939 \$	1940 \$	% Change	1939	1940	% Change	
CANADA	1,186	1,232	676,652	34,010,115	37,858,955	+ 11.3	138,497,042	152,137,277	+ 10.0	24.9
Prince Edward Island	6	6	2,831	112,158	114,590	+ 2.2	397,940	403,773	+ 1.5	28.4
Nova Scotia	64	60	35,445	1,420,395	1,828,185	+ 28.7	6,204,655	7,730,490	+ 24.6	23.9
Halifax	9	9	7,624	435,548	644,979	+ 47.9	2,011,986	2,767,340	+ 37.5	24.0
Sydney	5	5	3,742	182,082	230,547	+ 26.6	787,834	996,458	+ 26.5	23.1
Other Places ..	50	46	24,079	802,765	952,659	+ 18.7	3,404,835	3,966,692	+ 16.5	24.0
New Brunswick	39	39	19,451	826,285	995,487	+ 20.5	3,699,291	4,239,492	+ 14.6	23.5
St. John	6	6	5,315	290,280	360,863	+ 24.3	1,400,308	1,642,162	+ 17.3	22.0
Other Places ..	33	33	14,136	536,005	634,624	+ 18.4	2,298,983	2,597,331	+ 13.0	24.4
Quebec	172	190	124,792	7,032,678	7,490,058	+ 6.5	29,489,279	31,444,246	+ 6.6	23.8
Montreal (3) ..	67	67	69,880	4,999,700	5,207,479	+ 4.2	21,485,377	22,100,630	+ 2.9	23.6
Quebec	11	11	8,348	514,884	559,251	+ 8.6	2,288,973	2,588,410	+ 13.1	21.6
Three Rivers ..	4	4	3,235	123,553	129,219	+ 4.6	503,343	534,772	+ 6.2	24.2
Other Places ..	90	108	43,329	1,394,541	1,594,109	+ 14.3	5,211,586	6,220,434	+ 19.4	25.6
Ontario	383	393	268,972	15,247,941	17,348,450	+ 13.8	59,686,373	67,106,204	+ 12.4	25.9
Toronto	108	108	87,598	5,782,863	6,302,204	+ 9.0	22,726,525	24,299,961	+ 6.9	25.9
Hamilton	18	20	18,475	947,241	1,105,418	+ 16.7	4,257,414	4,688,409	+ 10.1	23.6
Ottawa	14	15	13,659	922,584	1,073,862	+ 16.4	3,966,787	4,430,487	+ 11.7	24.2
London	8	8	8,109	514,047	593,749	+ 15.5	1,959,333	2,243,570	+ 14.5	26.5
Windsor	8	8	8,456	502,088	624,501	+ 24.4	2,005,022	2,402,542	+ 19.8	26.9
Brantford	4	4	4,062	221,959	280,702	+ 26.5	921,300	1,149,641	+ 24.8	24.4
St. Catharines ..	4	4	3,197	204,074	272,133	+ 33.4	759,275	1,084,092	+ 14.3	25.1
Sudbury	4	4	3,863	321,946	409,500	+ 27.2	998,369	1,359,608	+ 36.2	30.1
Other Places ..	215	222	121,553	5,831,139	6,686,381	+ 14.7	22,092,340	25,447,894	+ 15.2	26.3

See footnotes at end of table.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1939 and 1940--(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1940	Receipts (1)			Admissions			Average (2) Price, 1940
	1939	1940		1939 \$	1940 \$	% Change	1939	1940	% Change	
Manitoba	115	114	52,151	2,181,732	2,344,801	+ 7.5	9,596,548	10,023,569	+ 4.4	23.4
Winnipeg (4)	44	43	32,050	1,678,489	1,817,473	+ 8.3	7,547,503	7,877,489	+ 4.4	23.1
Other Places	71	71	20,101	503,243	527,528	+ 4.8	2,049,045	2,146,080	+ 4.7	24.6
Saskatchewan	144	147	47,701	1,423,862	1,587,380	+ 10.7	5,692,883	6,186,473	+ 8.7	25.7
Regina	5	5	4,436	358,275	398,596	+ 11.3	1,418,159	1,576,500	+ 11.2	25.3
Saskatoon	5	5	4,295	287,750	324,133	+ 12.6	1,278,104	1,354,746	+ 6.0	23.9
Other Places	134	137	38,970	787,837	864,651	+ 9.7	2,996,620	3,255,227	+ 8.6	26.6
Alberta	150	159	53,973	2,013,514	2,183,842	+ 8.5	7,775,491	8,301,586	+ 6.7	26.3
Edmonton	10	11	9,142	670,744	688,150	+ 2.6	2,608,010	2,559,083	- 1.9	26.9
Calgary	10	11	8,759	551,584	701,109	+ 27.1	2,115,326	2,730,160	+ 29.1	25.7
Other Places	130	137	36,072	791,186	794,583	+ 0.4	3,052,155	3,012,343	- 1.3	26.4
British Columbia ...	113	124	71,336	3,741,550	3,966,162	+ 6.0	15,954,583	16,701,443	+ 4.7	23.7
Vancouver (5) ...	37	39	34,235	2,113,379	2,208,112	+ 4.5	9,477,476	9,878,491	+ 4.2	22.4
New Westminster ..	5	5	3,463	157,434	164,148	+ 4.3	726,213	745,520	+ 2.7	22.0
Other Places	71	80	33,638	1,470,737	1,593,902	+ 8.4	5,750,894	6,077,432	+ 5.7	26.2

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lachine, Verdun, Westmount and Outremont.

4. Includes St. James, Norwood, and St. Boniface.

5. Includes North Vancouver and West Vancouver.

Table 5.—Employment in Motion Picture Theatres Showing Total Payroll, Proprietors and Family Members with and without Salaries and Classified According to Number of Weeks in Operation and by Provinces, 1940.

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members				
	Total	Proprietors		Employees		Total	With Salary	
						Male	Female	
CANADA	9,018	1,279	7,739	6,884,844	257	29	724	
Employees in theatres operated 300 days and over —							269	
Total	7,178	638	6,540	6,468,792	219	26	283	
Prince Edward Island	28	1	27	14,498	—	—	1	
Nova Scotia	396	30	366	268,546	12	—	15	
New Brunswick	203	17	186	142,578	5	—	7	
Quebec	1,501	129	1,372	1,161,043	52	4	61	
Ontario	3,162	282	2,880	2,982,131	83	8	132	
Manitoba	478	32	446	384,850	14	1	15	
Saskatchewan	290	24	266	255,341	12	1	10	
Alberta	413	53	360	423,125	16	3	20	
British Columbia	707	70	637	836,680	25	9	22	
Employees in theatres operated less than 300 days —							14	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec	170	68	102	41,816	8	1	48	
Ontario	423	70	353	167,314	14	2	39	
Manitoba	239	88	151	26,838	2	—	63	
Saskatchewan	371	197	174	31,101	4	—	136	
Alberta	294	121	173	66,932	6	—	82	
British Columbia	221	53	168	59,341	1	—	41	
Total	1,840	641	1,199	416,052	38	3	441	
Prince Edward Island	15	3	12	2,250	—	—	3	
Nova Scotia	64	26	38	10,865	1	—	19	
New Brunswick	43	15	28	9,595	2	—	10	
Quebec								

Table 6.--Employment in Motion Picture Theatres Showing Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Number of Weeks in Operation and by Provinces, 1940

Province and Number of Weeks in Operation	Projectionists		Musicians and Stage Hands		All Other Employees		Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	
CANADA	1,739	2,473,754	171	181,438	3,841	1,988	\$ 822
Employees in theatres operated 300 days and over -							
Total	1,381	2,294,607	93	151,772	3,346	1,720	917
Prince Edward Island	3	3,171	-	-	15	9	537
Nova Scotia	63	70,582	1	(x)	176	126	670
New Brunswick	34	38,415	-	-	78	74	709
Quebec	233	283,881	29	24,711	797	313	771
Ontario	606	1,102,628	44	88,320	1,606	624	965
Manitoba	97	147,809	3	4,413	185	161	817
Saskatchewan	76	105,658	1	(x)	110	79	875
Alberta	112	178,302	1	(x)	181	66	1,089
British Columbia	157	364,161	14	29,843	198	268	1,225
Employees in theatres operated less than 300 days -							
Total	358	179,147	78	29,666	495	268	305
Prince Edward Island	3	750	-	-	9	-	187
Nova Scotia	13	6,007	-	-	17	8	259
New Brunswick	6	3,103	-	-	18	4	263
Quebec	31	16,043	-	-	47	24	312
Ontario	58	43,263	72	28,148	161	62	404
Manitoba	32	12,175	5	(x)	61	53	156
Saskatchewan	65	17,297	-	-	73	36	168
Alberta	90	44,451	1	(x)	53	29	356
British Columbia	60	36,058	-	-	56	52	345

(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 7. Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1939 and 1940.

Year and Number of Theatres Under Same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount \$	%	Number	%
<u>1930</u>						
Total (1)	918	100.0	39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two	62	6.8	3,853,500	9.9	-	-
Three	30	3.2	2,536,700	6.5	-	-
Four and Over	167	18.2	15,967,900	40.8	-	-
<u>1939</u>						
Total (1)	1,186	100.0	34,010,115	100.0	138,497,043	100.0
One	573	48.3	8,793,251	25.8	39,761,393	28.7
Two	124	10.5	2,402,227	7.1	11,044,471	8.0
Three	69	5.8	1,099,720	3.2	5,781,712	4.2
Four	24	2.0	634,928	1.9	2,613,847	1.9
Five to Nineteen	116	9.8	3,275,474	9.6	14,244,452	10.3
Twenty and Over	280	23.6	17,804,515	52.4	65,051,168	46.9
<u>1940</u>						
Total (1)	1,232	100.0	37,858,955	100.0	152,137,277	100.0
One	579	47.0	9,704,472	25.6	43,630,965	28.7
Two	134	10.9	2,621,995	6.9	11,743,415	7.7
Three	78	6.3	1,463,883	3.9	7,622,604	5.0
Four	28	2.3	616,784	1.6	2,504,141	1.6
Five to Nineteen	120	9.7	3,484,780	9.2	15,015,118	9.9
Twenty and Over	293	23.8	19,967,041	52.8	71,621,034	47.1

(1) Includes vaudeville and legitimate theatres.

Table 8.---Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces,
and in Selected Cities, 1939 and 1940

Province and City	1939				1940			
	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Admissions	Potential(1) Admissions	Average
CANADA	1,186	138,497,043	511,404,711	27	1,232	152,137,277	507,139,995	30
Prince Edward Island	6	397,940	1,862,954	21	6	403,773	1,799,616	22
Nova Scotia	64	6,204,655	27,767,588	22	60	7,730,490	28,303,182	27
New Brunswick	39	3,699,291	14,332,441	26	39	4,239,493	14,943,018	28
Quebec	172	29,489,279	122,072,633	24	190	31,444,246	118,359,619	27
Ontario	383	59,686,373	205,193,139	29	393	67,106,204	203,787,807	33
Manitoba	115	9,596,548	37,476,923	26	114	10,023,569	37,090,401	27
Saskatchewan	144	5,692,883	24,892,713	23	147	6,186,473	24,504,807	25
Alberta	150	7,775,491	27,074,494	29	159	8,301,586	26,672,013	31
British Columbia ...	113	15,954,583	50,731,826	31	124	16,701,443	51,679,532	32
<u>Selected Cities:</u>								
Toronto	108	22,726,525	64,609,041	35	108	24,299,961	66,344,842	37
Montreal	67	21,485,377	88,056,868	24	67	22,100,630	83,937,242	26
Winnipeg	44	7,547,503	30,669,010	25	43	7,877,489	30,446,146	26
Vancouver	37	9,477,476	30,699,558	31	39	9,878,491	30,824,452	32
Hamilton	18	4,257,414	15,213,612	28	20	4,688,409	13,514,905	35
Ottawa	14	3,966,787	14,893,892	27	15	4,430,487	14,991,408	30
Quebec	11	2,288,973	6,803,407	34	11	2,588,410	6,824,440	38
Calgary	10	2,115,326	8,256,936	26	11	2,730,160	8,316,904	33
Edmonton	10	2,608,010	9,056,535	29	11	2,559,083	8,970,630	29
Halifax	9	2,011,986	8,693,724	23	9	2,767,340	9,157,440	30
Windsor	8	2,005,022	7,690,904	26	8	2,402,542	8,032,128	30
London	8	1,959,333	8,336,396	24	8	2,243,570	8,151,864	27

(1) The number of admissions there would have been had all the seats been occupied for every performance.

Table 2 ... Theatres Classified According to Proportions of Single and Double Feature Performances.
by Economic Divisions, Canada, 1940

Economic Division	All Theatres		Proportion of Single and Double Feature Performances							
			All Single		50%-99% Single		1% to 49% Single		All Double	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
CANADA -										
Number	1,232	100.0	462	37.5	227	18.4	168	13.6	375	30.5
Receipts	37,858,955	100.0	8,594,881	22.7	6,723,714	17.8	7,314,107	19.3	15,226,253	40.2
Admissions	152,137,277	100.0	26,746,871	17.6	23,203,081	15.3	30,521,301	20.1	71,666,024	47.0
Maritime Provinces -										
Number	105	100.0	55	52.4	18	17.1	10	9.5	22	21.0
Receipts	2,938,262	100.0	1,187,384	40.4	647,272	22.0	343,953	11.7	759,653	25.9
Admissions	12,373,756	100.0	4,353,040	35.2	2,566,440	20.7	1,595,867	12.8	3,858,409	31.3
Quebec -										
Number	190	100.0	42	22.1	19	10.0	16	8.4	113	59.5
Receipts	7,490,058	100.0	1,160,604	15.5	443,325	5.9	404,582	5.4	5,481,547	73.2
Admissions	31,444,246	100.0	2,933,053	9.3	1,432,257	4.6	1,593,081	5.1	25,485,855	81.0
Ontario -										
Number	393	100.0	66	16.8	87	22.1	76	19.3	164	41.8
Receipts	17,348,450	100.0	3,409,709	19.7	3,876,441	22.3	3,693,219	21.3	6,369,081	36.7
Admissions	67,106,204	100.0	10,098,745	15.0	12,791,678	19.1	14,767,800	22.0	29,447,981	43.9
Prairie Provinces -										
Number	420	100.0	267	63.6	76	18.1	29	6.9	48	11.4
Receipts	6,111,023	100.0	2,258,766	36.9	1,144,119	18.7	1,012,843	16.6	1,700,295	27.8
Admissions	24,511,628	100.0	7,620,682	31.1	4,270,033	17.4	4,375,230	17.8	8,245,683	33.7
British Columbia -										
Number	124	100.0	32	25.8	27	21.8	37	29.8	28	22.6
Receipts	3,966,162	100.0	578,418	14.6	612,557	15.4	1,859,510	46.9	915,677	23.1
Admissions	16,701,443	100.0	1,741,351	10.4	2,142,673	12.8	8,189,323	49.0	4,628,096	27.8

Table 10.—Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1939 and 1940

	1939						1940					
	Total		Single		Double		Total		Single		Double	
	Performances	%	Feature	%	Feature	%	Performances	%	Feature	%	Feature	%
	Number		Number		Number		Number		Number		Number	
CANADA	676,773	100.0	252,214	37.3	424,559	62.7	667,568	100.0	243,636	36.5	423,932	63.5
Prince Edward Island	2,623	100.0	2,431	92.6	192	7.4	2,652	100.0	2,532	95.5	120	4.5
Nova Scotia	39,583	100.0	20,805	52.6	18,778	47.4	24,110	100.0	13,406	55.6	10,704	44.4
New Brunswick	23,197	100.0	11,802	50.9	11,395	49.1	39,850	100.0	20,094	50.4	19,756	49.6
Quebec	137,209	100.0	21,885	16.0	115,324	84.0	137,403	100.0	23,220	16.9	114,183	83.1
Ontario	263,973	100.0	93,514	35.4	170,459	64.6	276,354	100.0	91,835	33.2	184,519	66.8
Manitoba	56,632	100.0	21,317	37.6	35,315	62.4	55,618	100.0	20,578	37.0	35,040	63.0
Saskatchewan	43,971	100.0	32,747	74.5	11,224	25.5	44,466	100.0	33,544	75.4	10,922	24.6
Alberta	47,152	100.0	25,597	54.3	21,555	45.7	46,397	100.0	24,866	53.6	21,531	46.4
British Columbia ...	62,433	100.0	22,116	35.4	40,317	64.6	40,718	100.0	13,561	33.3	27,157	66.7

Table 11.—Distribution of Theatres According to Average Price of Admission, Canada, 1938 and by Provinces, 1939 and 1940

Province	Total Theatres	Average Price of Admission (1)											
		Less than 15¢	15¢ to 19¢	20¢ to 24¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over
1938	1,133	58	144	138	150	182	133	90	160	34	27	6	11
<u>1939</u>													
CANADA	1,186	44	163	138	150	170	161	125	152	43	25	6	9
Prince Edward Island	6	-	-	1	2	-	-	-	3	-	-	-	-
Nova Scotia	64	3	9	3	18	11	7	7	6	-	-	-	-
New Brunswick	39	1	5	7	6	13	3	3	1	-	-	-	-
Quebec	172	17	28	16	16	23	26	8	21	7	9	-	1
Ontario	383	12	55	52	63	49	38	43	47	14	6	-	2
Manitoba	115	4	18	24	21	18	8	8	7	3	3	-	1
Saskatchewan	144	-	12	12	8	24	24	26	30	5	2	-	1
Alberta	150	1	10	9	8	25	45	23	18	7	1	-	3
British Columbia	113	6	26	14	8	7	10	7	19	7	4	-	1
<u>1940</u>													
CANADA	1,232	49	172	162	150	185	155	122	164	40	18	5	10
Prince Edward Island	6	-	-	-	2	-	-	1	3	-	-	-	-
Nova Scotia	60	2	10	4	11	8	18	4	2	1	-	-	-
New Brunswick	39	-	7	7	5	10	5	2	3	-	-	-	-
Quebec	190	18	29	25	13	27	30	13	17	10	6	-	2
Ontario	393	13	65	57	60	42	38	35	61	11	5	-	4
Manitoba	114	3	18	30	29	13	4	3	10	1	2	-	1
Saskatchewan	147	1	7	15	11	22	30	32	28	1	-	-	-
Alberta	159	2	10	10	10	55	22	21	18	9	1	-	1
British Columbia	124	10	26	14	9	8	8	11	22	7	4	-	2

(1) Total Receipts divided by number of admissions. No correction is made for ratinee or juvenile attendance.

Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938 and by Provinces, 1939 and 1940

Province	Total Theatres	Number of Weeks in Operation and Days per Week											
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks		
		6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days
1938	1,133	778	113	242	658	68	83	60	28	83	31	14	63
1939													
CANADA	1,186	805	114	267	701	79	110	60	21	79	20	9	65
Prince Edward Island	6	3	-	3	3	-	1	-	-	1	-	-	1
Nova Scotia	64	45	10	9	40	5	-	3	1	4	1	2	5
New Brunswick	39	28	4	7	26	4	3	1	-	2	1	-	1
Quebec	172	142	15	15	120	11	6	19	4	3	1	-	4
Ontario	383	357	17	9	312	12	7	18	3	-	15	1	-
Manitoba	115	62	22	31	55	18	14	-	3	8	1	1	8
Saskatchewan	144	37	17	90	32	7	21	5	6	33	-	3	31
Alberta	150	51	18	81	47	11	48	4	4	18	-	2	13
British Columbia ...	113	80	11	22	66	11	10	10	-	10	1	-	2
1940													
CANADA	1,232	835	117	280	758	84	104	41	20	95	14	8	74
Prince Edward Island	6	3	-	3	2	-	3	1	-	-	-	-	-
Nova Scotia	60	45	6	9	43	5	4	2	1	2	-	-	3
New Brunswick	39	29	5	5	28	4	1	1	1	-	-	-	4
Quebec	190	151	19	20	136	13	8	9	2	7	3	2	3
Ontario	393	364	22	7	336	13	5	14	6	1	4	1	-
Manitoba	114	63	16	35	56	13	17	1	1	7	1	2	11
Saskatchewan	147	38	21	88	34	15	29	4	4	30	-	2	27
Alberta	159	55	14	90	48	11	27	5	3	40	1	-	21
British Columbia ...	124	87	14	23	75	10	10	4	2	8	5	1	5

+ Includes 7-day week operation in the Province of Quebec.

Table 13.--Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were shown, by Provinces, 1939 & 1940.

Province	State Presentations with Motion Picture Programs						Stage Presentations Without Motion Picture Programs (Professional)					
	Amateur			Professional								
	No. of Theatres		No. of Days	No. of Theatres		No. of Days	No. of Theatres		No. of Days	No. of Theatres		No. of Days
	1939	1940	1939	1940	1939	1940	1939	1940	1939	1940	1939	1940
CANADA	101	94	1,107	1,711	108	105	4,514	4,534	65	42	472	617
Prince Edward Island	1	-	1	-	-	-	-	-	1	-	1	-
Nova Scotia	10	7	62	31	16	12	190	87	-	1	-	31
New Brunswick	3	1	12	4	6	6	11	13	1	1	2	31
Quebec	11	19	91	264	40	36	2,356	2,213	11	15	137	176
Ontario	51	32	645	578	24	26	1,243	1,271	3	8	101	305
Manitoba	-	2	-	14	5	2	341	318	9	1	156	78
Saskatchewan	4	8	14	44	4	3	11	8	25	6	46	12
Alberta	10	11	185	579	5	4	13	22	12	6	16	20
British Columbia	11	14	97	197	8	16	349	402	3	4	13	20

Note: Since some theatres presented stage shows under two or all three of the classifications mentioned above, the number of theatres shown in the three columns are not mutually exclusive.

Table 14.—Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1940

Province	Operators using 35 MM Equipment				Operators using 16 MM. Equipment			
	No.	Receipts \$	Admissions No.	Days in Operation No.	No.	Receipts \$	Admissions No.	Days in Operation No.
CANADA	9	18,567	69,878	769	85	159,346	680,054	9,435
Prince Edward Island	2	(x)	(x)	151	-	-	-	-
Nova Scotia	-	-	-	-	7	8,713	36,969	682
New Brunswick	-	-	-	-	4	(x)	(x)	241
Quebec	-	-	-	-	1	(x)	(x)	300
Ontario	-	-	-	-	27	58,835	227,020	2,467
Manitoba	-	-	-	-	5	8,333	35,527	452
Saskatchewan	5	8,716	38,489	412	24	41,376	204,622	3,155
Alberta	-	-	-	-	12	24,280	100,994	1,540
British Columbia	2	(x)	(x)	206	5	9,959	34,797	568

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 16. Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1940

Year	No. of Exchanges	No. of Employees		Salaries & Wages		Total Receipts
		Male	Female	Male	Female	
1930	59	372	291	\$ 1,074,700		\$ 9,536,200
1933	59	331	243	855,800		6,797,600
1934	60	344	230	923,400		7,370,200
1935	61	358	249	953,700		7,404,500
1936	66	377	265	1,011,200		8,358,900
1937	63	380	256	1,062,900		9,471,100
1938	62	385	263	1,081,900		10,218,700
1939	67	414	275	1,125,800		10,315,500
1940	72	442	296	810,407	413,095	11,880,895(1)

(1) Includes \$11,445,167 from film rentals, \$385,504 from advertising and receipts of \$50,224 from other sources.

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1940

Prince Edward Island

Charlottetown	- Capitol	Montague	- Yeo's
"	- Prince Edward	Souris	- Yeo's
Croft	- Yeo's	Summerside	- Capitol

Nova Scotia

Amherst	- Capitol	Liverpool	- Astor
"	- Strand	Lockeport	- Hayden
Annapolis Royal	- King's	Lunenburg	- Capitol
Antigonish	- Capitol	Middleton	- Capitol
Barrington Passage	- Goudey	New Germany	- York
Berwick	- Bligh's	New Glasgow	- Academy
Bridgetown	- Strand	" "	- Roseland
Bridgewater	- Capitol	New Waterford	- Majestic
Canso	- Ideal	North Sydney	- Rivoli
Chester	- Kenerik	Parrsboro	- Community
Clark's Harbour	- Vimy	Pictou	- Capitol
Dartmouth	- Dundas	River Hebert	- Palace
"	- Mayfair	Shelburne	- Capitol
Digby	- Capitol	Springhill	- Capitol
Dominion	- Royal	Stellarton	- Jubilee
Freeport	- New Era	Sydney	- Capitol
Glace Bay	- Russell	"	- Casino
" "	- Savoy	"	- Star
Halifax	- Capitol	"	- Strand
"	- Casino	"	- Vogue
"	- Community	Sydney Mines	- Strand
"	- Empire	Truro	- Capitol
"	- Family	"	- Strand
"	- Gaiety	Westport	- Strickland's
"	- Garrick	Westville	- Roxy
"	- Orpheus	Weymouth	- Community
"	- Oxford	Windsor	- Imperial
Inverness	- Palace	Wolfville	- Orpheum
Kentville	- Capitol	Yarmouth	- Capitol
"	- Empire	"	- Community

New Brunswick

Andover	- Capitol	Fairville	- Gaiety
Bathurst	- Opera House	Fredericton	- Capitol
Black's Harbour	- Strand	"	- Gaiety
Campbellton	- Capitol	Grand Falls	- Opera House
Chatham	- Capitol	Hartland	- Capitol
Chipman	- Capitol	Harvey Station	- Empire
Dalhousie	- Capitol	McAdam	- Capitol
Deer Island	- Mayfair	Marysville	- Lyric
Edmundston	- Capitol	Minto	- Gaiety
"	- Star	Moncton	- Capitol

New Brunswick---(Cont'd)

Moncton	--	Empress	St. John	--	Mayfair
"	--	Imperial	" "	--	Regent
Newcastle	--	Opera House	" "	--	Strand
North Head	--	Happy Hour	St. Stephen	--	Queen
Plaster Rock	--	Community	Sackville	--	Imperial
St. Andrews	--	Marina	Shediac	--	Capitol
St. George	--	Capitol	Sussex	--	Strand
St. John	--	Capitol	Wilson's Beach	--	Maple Leaf
" "	--	Community	Woodstock	--	Capitol
" "	--	Empire			

Quebec

Amos	--	Royal	Lac Megantic	--	Bijou
Arvida	--	Palace	La Sarre	--	Francais
Asbestos	--	Asbestos	La Tuque	--	Empire
Aylmer	--	Pix	Levis (Eienville)	--	Academie de Musique
Baie Comeau	--	Arcade	Longueuil	--	Radio
Beauharnois	--	Ideal	Louiseville	--	Royal
Bedford	--	Bedford	McMasterville	--	Belciel
Bourlamaque	--	Capitol	Magog	--	Capitol
Brownsburg	--	Arcade	"	--	Wonderland
"	--	Capitol	Malartic	--	Malartic
Buckingham	--	Oasis	Maniwaki	--	Plaza
Cadillac	--	Palace	Marieville	--	National
Campbell's Bay	--	Campbell's Bay	Matane	--	National
Chambly	--	Chambly	Mont Joli	--	Mont Joli
Chandler	--	Chandler	Mont Laurier	--	Mont Laurier
Chateauguey Basis	--	Alamo	Montmagny	--	K. of C. Hall
Chicoutimi	--	Capitol	Montreal	--	Amherst
Coaticook	--	Rivoli	"	--	Arcade
Cowansville	--	Princess	"	--	Beaubien
Dolbeau	--	Imperial	"	--	Belmont
Douglastown	--	Holy Name Hall	"	--	Cameo
Drummondville	--	Capitol	"	--	Canada
"	--	Drummond	"	--	Canadian
Duperquet	--	Beattie	"	--	Capitol
East Angus	--	Royal	"	--	Cartier
Farnham	--	Rialto	"	--	Centre
Granby	--	Cartier	"	--	Century
"	--	Palace	"	--	Chateau
Grand Mere	--	National	"	--	Cinema de Paris
Hudson	--	Royal	"	--	Corona
Hull	--	Cartier	"	--	Crystal Palace
"	--	Laurier	"	--	Dominion
Huntingdon	--	O'Connor	"	--	Electra
Joliette	--	Arena	"	--	Empire
"	--	Capitol	"	--	Empress
"	--	Normandie	" (Lachine)	--	Empress
"	--	Passe Temps	"	--	Fairyland
Jonquiere	--	Empire	" (Verdun)	--	Fifth Avenue
Kenogami	--	Princess	"	--	Francais
Lachute	--	Rex	"	--	Granada

Quebec---(Cnt'd)

Montreal	- His Majesties	Quebec	- Cambrai
"	- Hollywood	"	- Canadien
"	- Imperial	"	- Capitol
"	- Laval	"	- Cartier
"	- Lido	"	- Cinema de Paris
"	- Loew's	"	- Empire
"	- Lord Nelson	"	- Francais
"	- Maisonneuve	"	- Imperial
"	- Majestic	"	- Princess
"	- Mayfair	"	- Rialto
"	- Midway	"	- Victoria
"	- Monkland	Rawdon	- Copping
"	- Mount Royal	Richmond	- Myra
"	- National	Rigaud	- Vimy
"	- Orleans	Rimouski	- Cartier
"	- Orpheum	Riviere du Loup	- Princess
"	- Outremont	Rock Island	- Border
"	- Palace	Rouyn	- Alexander
"	- Papineau	Rouyn	- Capitol
" (Verdun)	- Park	"	- Lido
"	- Passe Temps	Ste Adelaide	- Helena
"	- Perron	Ste Agathe	- Alhambra
"	- Plaza	" "	- Roxy
"	- Princess	St Anne de Bellevue	- Rex
"	- Regent	St. Eustache	- St. Eustache
"	- Rex	St. Georges de Beauce	- St. Georges
"	- Rialto	St. Hyacinthe	- Corona
"	- Rivoli	" "	- Maska
"	- Rosemont	St. Jean	- Capitol
"	- Roxy	" "	- Imperial
" (Lachine)	- Royal Alexandra	St. Jerome	- Rex
"	- St. Denis	St. Joseph d'Alma	- Alma
" (Verdun)	- Savoy	St. Lambert	- Astor
"	- Seville	" "	- Victoria
"	- Snowden	St. Marguerite	- Esterel
"	- Star	Ste Therese de Blainville	- Roxy
"	- Starland	Senneterre	- Bell
"	- Stelle	Shawinigan Falls	- Auditorium
"	- Strand	Shawinigan Falls	- Roxy
"	- System	Sherbrooke	- Cinema de Paris
" (Verdun)	- Verdun Palace	"	- Granada
"	- Westmount	"	- Premier
"	- York	Sorel	- Eden
Nicciot	- Town Hall	Temiskaming	- Crescent
New Carlisle	- Stelle	Terrebonne	- Poitras
Noranda	- Noranda	Thetford Mines	- Bey's
Normetal	- Normetal	Three Rivers	- Capitol
Parent	- Stella	" "	- Cinema de Paris
Pierreville	- Laperriere	" "	- Imperial
Plage Laval	- Club de Plage Laval	" "	- Rialto
Pointe au Pic	- Casino	Val d'Or	- Palace
Port Alfred	- Chateau	" "	- Princess

Quebec---(Cont'd)

Valleyfield	- Bellerive	Waterloo	- Star
"	- Royal	Windsor Mills	- Royal
Victoriaville	- Victoria		

Ontario

Acton	- Gregory	Cornwall	- Capitol
Alliston	- Circle	"	- Palace
Almonte	- O'Brien	Creighton Mines	- Regent
Amherstburg	- Liberty	Delhi	- Capitol
Ansonville	- Empire	"	- Imperial
Arnprior	- O'Brien	Dresden	- Majestic
Aurora	- Royal	Dryden	- Strand
Aylmer	- Capitol	Dundas	- Majestic
Barrie	- Granada	Dunnville	- Granada
"	- Imperial	Englehart	- Palace
"	- Roxy	Espanola	- Princess
Beardmore	- Roxy	Essex	- Rio
Beaverton	- Strand	Exeter	- Leavitt's
Belleville	- Belle	Fort William	- Orpheum
"	- Capitol	Fergus	- Grand
"	- McCarthy	Forest	- Kineto
Blenheim	- Temple	Fort Erie North	- Bellard
Blind River	- Palace	Fort " "	- Parkway
Bowmanville	- Royal	Fort Frances	- Royal
Bracebridge	- Strand	Fort William	- Royal
Bradford	- Holland	Galt	- Capitol
Brampton	- Capitol	"	- Grand
Brantford	- Brant	"	- Palace
"	- Capitol	Gananoque	- Delaney
"	- College	Georgetown	- Gregory
"	- Esquire	Geraldton	- Strand
Brockville	- Capitol	Glencoe	- Fox
"	- Regent	Goderich	- Capitol
Burlington	- Hume	Gore Bay	- Community
Caledonia	- Regent	Gravenhurst	- Muskoka
Campbellford	- Hollywood	Grimsby	- Moore's
Cannington	- Aldersey	Guelph	- Capitol
Capreol	- Audion	"	- Royal
Cardinal	- Savoy	Hagersville	- Regah
Carleton Place	- Star	Haileybury	- Strand
Chapleau	- Regent	Hamilton	- Capitol
Chatham	- Capitol	"	- Century
"	- Granada	"	- Community
Chesley	- Roxy	"	- Delta
Chesterville	- Community	"	- Empire
Clinton	- Roxy	"	- Granada
Cobalt	- Classic	"	- Kenilworth
Cobourg	- Capitol	"	- Kenmore
Cochrane	- Empire	"	- Lyceum
Collingwood	- Gayety	"	- Palace
"	- Regent	"	- Playhouse

Ontario--(Cont'd)

Hamilton	- Queen's	Meaford	- Capitol
"	- Regent	Midland	- Capitol
"	- Royal	Milton	- Princess
"	- Savoy	Minico	- Rex
"	- Strand	Mitchell	- Plaza
"	- Tivoli	Morrisburg	- Cameo
"	- Westdale	Mount Dennis	- Mount Dennis
"	- Windsor	" Forest	- Roxy
"	- York	Napanee	- Granada
Manover	- Paramount	New Hamburg	- Regent
Harriston	- Queen's	New Liskeard	- Empire
Harrow	- Haro	Newmarket	- Strand
Hawkesbury	- Ottawan	New Toronto	- Capitol
Hearst	- New Royal	" "	- Palace
Hespeler	- Queens	Niagara Falls	- Capitol
Huntsville	- King George	" "	- Hollywood
Ingersoll	- Maitland	" "	- Seneca
Kapuskasing	- Community Club	North Bay	- Capitol
Kenora	- Bijou	" "	- Royal
"	- Palace	Oakville	- Gregory
Kincardine	- Capitol	Orangeville	- Uptown
Kingston	- Capitol	Orillia	- Geneva
"	- Grand	"	- Opera House
"	- Tivoli	"	- Princess
Kingsville	- Roxy	Oshawa	- Biltmore
Kirkland Lake	- Capitol	"	- Marks
" "	- La Salle	"	- Regent
" "	- Strand	Ottawa	- Avalon
" "	- Uptown	"	- Capitol
Kitchener	- Capitol	"	- Centre
"	- Century	"	- Elgin
"	- Lyric	"	- Francais
Larder Lake	- Capitol	"	- Imperial
Leamington	- Capitol	"	- Little
"	- Vogue	"	- Mayfair
Leaside	- Bayview	"	- Nola
Levack	- Rio	"	- Regent
Lindsay	- Academy	"	- Remy
"	- Kent	"	- Rialto
Listowel	- Capitol	"	- Rideau
Little Current	- Princess	"	- Somerset
London	- Capitol	"	- Victoria
"	- Centre	Owen Sound	- Classic
"	- Elmwood	" "	- Savoy
"	- Grand	Paris	- Capitol
"	- Loew's	Parry Sound	- Royal
"	- Palace	Pembroke	- O'Brien
"	- Patricia	Penetanguishene	- Esquire
"	- Rex	Perth	- Perth
Long Branch	- Royal	Peterborough	- Capitol
McKenzie Island	- Island	"	- Centre
Medoc	- Empire	"	- Regent
Massey	- Princess	Petrolia	- Iroquois
Matachewan	- Palace	Pictou	- Regent

Ontario--(Cont'd)

Port Arthur	-	Lyceum	Timmins	-	Cartier
" "	-	Colonial	"	-	Goldfields
Port Carling	-	Island Park	"	-	New Empire
Port Colborne	-	Strand	"	-	Palace
Port Credit	-	Vogue	Toronto	-	Academy
Port Dover	-	Gem	"	-	Adelphi
Port Elgin	-	Elgin	"	-	Alhambra
Port Hope	-	Capitol	"	-	Allenby
Prescott	-	Prescott	"	-	Apollo
Preston	-	Park	"	-	Arcadian
Rainy River	-	Gaiety	"	-	Aster
Red Lake	-	Cabin	"	-	Avalon
Renfrew	-	O'Brien	"	-	Avenue
Ridgetown	-	Palace	"	-	Beach
St. Catharines	-	Capitol	"	-	Beaver
" "	-	Centre	"	-	Bedford
" "	-	Granada	"	-	Bellevue
" "	-	Lincoln	"	-	Belsize
St. Mary's	-	Lyric	"	-	Beverly
St. Thomas	-	Capitol	"	-	Bloor
" "	-	Columbia	"	-	Bloordale
" "	-	Granada	"	-	Bluebell
Sarnia	-	Capitol	"	-	Bonita
"	-	Imperial	"	-	Brighton
Sault Ste Marie	-	Algoma	"	-	Broadview
" " "	-	Orpheum	"	-	Broadway
" " "	-	Princess	"	-	Brock
Schumacher	-	Mascioli	"	-	Cameo
Seaforth	-	Regent	"	-	Capitol
Simcoe	-	Capitol	"	-	Carlton
"	-	Lyric	"	-	Casino
"	-	Norfolk	"	-	Centre
Sicux Lookout	-	Mayfair	"	-	Century
Smith's Falls	-	Capitol	"	-	Chateau
Smooth Rock Falls	-	United Church Hall	"	-	Christie
South Porcupine	-	Mascioli	"	-	Circle
Southampton	-	Esquire	"	-	Classic
Stirling	-	Stirling	"	-	College
Stouffville	-	Stanley	"	-	College Playhouse
Stratford	-	Avon	"	-	Colony
"	-	Classic	"	-	Community
Strathroy	-	King	"	-	Crescent
Sturgeon Falls	-	Regent	"	-	Crown
Sudbury	-	Capitol	"	-	Doric
"	-	Grand	"	-	Eastwood
"	-	Regent	"	-	Eclipse
"	-	Rio	"	-	Eglinton
Sutton West	-	Simcoe	"	-	Embassy
Thessalon	-	Empire	"	-	Esquire
Thorold	-	Tivoli	"	-	Fox
Tilbury	-	Plaza	"	-	Garden
Tillsonburg	-	Capitol	"	-	Gerrard
"	-	Oxford	"	-	Granada
"	-	Strand	"	-	Grant

Ontario--(Cont'd)

Toronto	-	Grover	Toronto	-	Revue
"	-	Guild	"	-	Rex
"	-	Hillcrest	"	-	Rialto
"	-	Hippodrome	"	-	Rio
"	-	Hollywood	"	-	Royal
"	-	Hudson	"	-	Royal Alexandra
"	-	Ideal	"	-	Royal George
"	-	Imperial	"	-	Royce
"	-	Iola	"	-	Runnymede
"	-	Kenwood	"	-	St. Clair
"	-	King	"	-	Scarboro
"	-	King's Playhouse	"	-	Rivoli
"	-	Kingsway	"	-	Uptown
"	-	Kum C	"	-	Village
"	-	Lansdowne	"	-	York
"	-	La Plaza	Trenton	-	Century
"	-	La Salle	"	-	Trent
"	-	Loew's	Tweed	-	Tweed
"	-	Madison	Uxbridge	-	Strand
"	-	Major Rogers Road	Walkerton	-	Rienville
"	-	Major St. Clair	Wallaceburg	-	Alexander
"	-	Manor	"	-	Capitol
"	-	Mayfair	Waterford	-	Royal
"	-	Metro	Waterloo	-	Waterloo
"	-	New Strand	Welland	-	Capitol
"	-	Oakwood	"	-	Community
"	-	Odeon	Weston	-	Weston
"	-	Oricle	Whitby	-	Brock
"	-	Orpheum	Wlarton	-	Berford
"	-	Oxford	Williamsburg	-	Picadilly
"	-	Palace	Windsor	-	Capitol
"	-	Pape	"	-	Empire
"	-	Paradise	"	-	Palace
"	-	Paramount	"	-	Park
"	-	Parkdale	"	-	Royal
"	-	Parliament	"	-	Temple
"	-	Photodrome	"	-	Tivoli
"	-	Pickford	"	-	Vanity
"	-	Prince of Wales	Wingham	-	Lyceum
"	-	Pylon	Woodstock	-	Capitol
"	-	Queen	"	-	Princess
"	-	Radio City	"	-	Royal
"	-	Regent			

Manitoba

Arborg	-	Arborg	Birtle	-	Savoy
Baldur	-	Baldur	Bissett	-	Rice Lake
Beausjour	-	Star	Boissevain	-	Victoria

Manitoba--(Cont'd)

Bowsman	-	Happyland	Swan River	-	Palace
Brandon	-	Capitol	Teulon	-	Teulon
"	-	Strand	The Pas	-	Roxy
Carberry	-	Palace	Transcona	-	Transcona
Carman	-	Boyne	Treherne	-	Legion
Crystal City	-	De Luxe	Virden	-	Auditorium
Dauphin	-	Dauphin	Wasagaming	-	Park
"	-	Gay	Waskada	-	Brenda
Deloraine	-	Jubilee	Wawanesa	-	Cameo
Emerson	-	De Luxe	Winnipeg	-	Arlington
Fisher Branch	-	Fisher	" (Norwood)	-	Baddow
Flin Flon	-	Northland	"	-	Beacon
" "	-	Rex	"	-	Bijou
Foxwarren	-	Foxwarren	"	-	Capitol
Gilbert Plains	-	Plains	" (St. James)	-	Classic
Gladstone	-	Revilo	"	-	College
Glenboro	-	Roxy	"	-	Colonial
God's Lake	-	Community	"	-	Corona
Grandview	-	Orland	"	-	Crescent
Gretna	-	Queen's	"	-	De Luxe
Hamiota	-	McConnell Hall	"	-	Dominion
"	-	Orange	"	-	Elm
Kenton	-	Kenton	"	-	Fox
Killarney	-	Lyceum	"	-	Furby
Lac du Bonnet	-	Star	"	-	Gaiety
Lenore	-	Lenore	"	-	Garrick
McCreary	-	Municipal	"	-	King's
MacGregor	-	Tivoli	"	-	Lyceum
Manitou	-	Pembina	"	-	Mac's
Melita	-	Melita	"	-	Metropolitan
Minnedosa	-	Lyric	"	-	Oak
Morden	-	Starland	" (St. Vital)	-	Onyx
Morris	-	Princess	"	-	Orpheum
Neepawa	-	Roxy	"	-	Osborne
Pilot Mound	-	Cozy	"	-	Palace
Pine Falls	-	Chateau	" (St. Boniface)	-	Paris
Pipestone	-	Memorial	"	-	Park
Plumas	-	Mitzi	" (St. Boniface)	-	Plaza
Portage la Prairie	-	Elite	"	-	Regent
" " "	-	Playhouse	"	-	Rialto
Rapid City	-	I.O.O.F. Hall	"	-	Rio
Rivers	-	Four Star	"	-	Rose
Roblin	-	Lyric	" (East Kildonan)	-	Roxy
Roland	-	Rex	"	-	Starland
Rosburn	-	Rosburn	"	-	State
Russell	-	Russell	"	-	Times
St. Claude	-	St. Claude	"	-	Tivoli
Selkirk	-	Roxy	"	-	Tower
Sherridon	-	Roxy	"	-	Uptown
Shoal Lake	-	Masonic Hall	"	-	Valour
Somerset	-	Lorne Central	" (St. Vital)	-	Windsor
Souris	-	Avalon	"	-	Wonderland
Stonewall	-	Oak	Winnipeg Beach	-	Beachview
Stony Mountain	-	Oak	Winnipegosis	-	Rex

Saskatchewan

Abbey	--	Community	Kinistino	--	Marlowis
Arborefield	--	Tivoli	Kyle	--	Kyle
Arcola	--	Princess	La Fleche	--	Globe
Assiniboia	--	Olympia	Langenburg	--	Capitol
Ayikuma	--	Northern Light	Lanigan	--	Municipal
Balcarres	--	Arcadia	Lashburn	--	Community
Battleford	--	Nada	Leader	--	Star
Bengough	--	Bengough	Leask	--	Marks
Bienfait	--	Legion	Limerick	--	Palace
Biggar	--	Majestic	Lintlaw	--	Municipal
Birch Hills	--	Municipal	Lloydminster	--	Empress
Broadview	--	Town Hall	Lucky Lake	--	Mirror
Bruno	--	Bruno	Luseland	--	Community
Burstall	--	Burstall	Macklin	--	Memorial Hall
Cancra	--	Royal	Maidstone	--	Maidstone
Canwood	--	Elks	Maple Creek	--	Grand
Carlyle	--	Community	Margo	--	Municipal
Climex	--	Community	Maryfield	--	Community
Conquest	--	Coliseum	Meadow Lake	--	Strand
Cook	--	Pallas	Melfort	--	Grand
Cookville	--	Municipal	Melville	--	Princess
Cut Knife	--	Cut Knife	Meyronne	--	Municipal
Cypress	--	Pallas	Milestone	--	Municipal
Cypress	--	Gaiety	Moose Jaw	--	Capitol
Cypress	--	Dodsland	" "	--	Orpheum
Cypress	--	Pastime	" "	--	Royal
Cypress	--	Frank's	Moosomin	--	Lyric
Cypress	--	Wynn	Merse	--	Town Hall
Cypress	--	Masonic	Mossbank	--	Rose
Cypress	--	Community	Naicam	--	Naicam
Esteven	--	Orpheum	Neilburg	--	Community
Eston	--	Eston	Nipawin	--	Orpheum
Fairlight	--	Community	Nokomis	--	Nokomis
Fir Mountain	--	Capitol	Norquay	--	Norquay
Foam Lake	--	Foam Lake	North Battleford	--	Empress
Fort Qu'Appelle	--	Dix	Outlook	--	Lyric
Fox Valley	--	Fox Valley	Oxbow	--	Palladium
Glaslyn	--	Glaslyn	Pelly	--	Memorial
Golden Prairie	--	Rex	Perdue	--	Onyx
Goldfields	--	Roxy	Ponteix	--	De Lux
Gravelbourg	--	Legion	Portreeve	--	Portreeve
Grenfell	--	Windsor	Preeceville	--	Preeceville
Gull Lake	--	Lyceum	Prince Albert	--	Orpheum
Hanley	--	Hanley	" "	--	Strand
Herbert	--	Municipal	Quill Lake	--	Municipal
Hudson Bay Junction	--	Legion	Radisson	--	Tweedsmuir Hall
Humboldt	--	Lux	Radville	--	Princess
Indian Head	--	Auditorium	Raymore	--	Community
Kamsack	--	Elite	Regina	--	Capitol
Kelliher	--	Community	"	--	Grand
Kelvington	--	Legion	"	--	Metropolitan
Kerrobert	--	Memorial	"	--	Rex
Kincaid	--	Kincaid	"	--	Roxy
Kindersley	--	Rex	Rockglen	--	Dreamland

Saskatchewan--(Cont'd)

Rosetown	-	Unique	Tugaski	-	Tugaski
Rose Valley	-	Pioneer	Turtleford	-	Recreation
Rosthern	-	Orpheum	Unity	-	Star
Saskatoon	-	Capitol	Val Marie	-	Palais Royale
"	-	Daylight	Vanguard	-	Royal
Saskatoon	-	Ritz	Viscount	-	Community
"	-	Roxy	Wadena	-	Wadena
"	-	Tivoli	Wakaw	-	Municipal
Semans	-	Coliseum	Wapella	-	Municipal
Shaunavon	-	Plaza	Watrous	-	Roxy
Shellbrook	-	Shellbrook	Watson	-	Star
Simpson	-	Victoria	Weyburn	-	Hi-Art
Spalding	-	Municipal	White Fox	-	White Fox
Speers	-	Scott's	Whitwood	-	Rex
Spiritwood	-	Community	Wilkie	-	Roxy
Star City	-	Roxy	Willow Bunch	-	Palace
Strasbourg	-	Municipal	Wynyard	-	Legion
Swift Current	-	Eagle	Yorkton	-	Princess
"	-	Lyric	"	-	Roxy
Tisdale	-	Falcon			

Alberta

Acme	-	McInnis	Carbon	-	Carbon
Alix	-	Legion	Cardston	-	Mayfair
Alliance	-	Elks	Caroline	-	Community
Athabaska	-	Parker	Carstairs	-	Masonic
Banff	-	Lux	Caster	-	Pekin
Barrhead	-	Roxy	Champion	-	Cameo
Bashaw	-	Lyric	Chauvin	-	Royal
Bassano	-	Orpheum	Claresholm	-	Rex
Bellevue	-	Cole's	Clive	-	Community
Bentley	-	Community	Clyde	-	Community
Berwyn	-	Berwyn	Coal Valley	-	Community
Big Valley	-	Lyceum	Coleman	-	Palace
Blairmore	-	Orpheum	Consort	-	Consort
Bonnyville	-	Century	Daysland	-	Daysland
Brooks	-	Gayety	Delburne	-	Opera House
Burdett	-	Community	Cremona	-	Community
Cadomin	-	Cadomin	Dewberry	-	Community
Calgary	-	Capitol	Didsbury	-	Opera House
"	-	Crescent	Donalda	-	I.O.O.F. Hall
"	-	Gary	Drumheller	-	Napier
"	-	Grand	East Coulee	-	Star
"	-	Isis	Eckville	-	Eckville
"	-	Kinema	Edberg	-	Victoria
"	-	Palace	Edgerton	-	Edgerton
"	-	Plaza	Edmonton	-	Avenue
"	-	Strand	"	-	Capitol
"	-	Tivoli	"	-	Dreamland
"	-	Variety	"	-	Empire
Camrose	-	Bailey	"	-	Empress
Canmore	-	Opera House	"	-	Gem

Alberta--(Cont'd)

Edmonton	- Princess	Mountain Park	- Mountain Park
"	- Rialto	Mundere	- National
"	- Roxy	Nanton	- Elkland
"	- Strand	Newcastle	- Sylvia
"	- Varscona	Nordegg	- Empress
Edson	- New Edson	Okotoks	- Municipal
Elnora	- Community	Olds	- Mayfair
Fairview	- Gem	Peace River	- Boyd
Falher	- Gay	Picture Butte	- Melody
Faust	- Community	Pincher Creek	- Opera House
Foremost	- Midland	Ponoka	- Empress
Forestburg	- Crillion	Provost	- Royal
Fort McMurray	- Fort	Raymond	- Capitol
Fort Saskatchewan	- Community	Red Deer	- Capitol
Gleichen	- Community	" "	- Crescent
Grande Prairie	- Capitol	Rimbey	- Town Hall
Granum	- Starland	Rockyford	- Rockyford
Hanna	- Capitol	Rocky Mountain House	- Roxy
Hardisty	- Kiefer's	Rosedale	- Midway
High Prairie	- Memorial Hall	Royalties	- Mount View
" "	- Roxy	Ryley	- Ryley
" River	- Wales	St. Paul	- Elite
Holden	- Community	Sedgewick	- Sedgewick
Hussar	- Community	Spirit River	- Masonic Hall
Innisfail	- Royal	Standard	- Standard
Innisfree	- Innisfree	Stavelly	- Stavelly
Irma	- Kiefer's	Stettler	- Stettler
Jasper	- Chaba	Strathmore	- Hirtle's
Killam	- Empire	Strome	- Memorial
Lacombe	- Avelon	Sundre	- Sundre
Lamont	- Lamont	Sylvan Lake	- Uptown
Leduc	- Telford	Taber	- Rex
Lethbridge	- Capitol	Three Hills	- Lyric
"	- Lealta	Tofield	- Variety
"	- Roxy	Trochu	- Legion
Lomond	- Community	Turner Valley	- Valley
Longview	- Roxy	Two Hills	- Recreation
Longheed	- Community	Vauxhall	- Community
Luscar	- Luscar	Vegreville	- Vimy
McLennan	- Elks	Vermilion	- Columbia
Macleod	- Empress	Viking	- Elks
Magrath	- Empress	Vulcan	- Vulcan
Mannville	- Orange Hall	Wainwright	- Elite
Marwayne	- Marwayne	Warner	- Empress
Mayerthorpe	- Mayerthorpe	Waskatenau	- Community
Medicine Hat	- Monarch	Waterways	- Waterways
Medicine Hat	- Roxy	Westlock	- U.F.A.
Milk River	- Crystal	Wetaskiwin	- Audien
Mirror	- Grand	Willingdon	- Willingdon
Meriville	- Parish Hall		

British Columbia

Abbotsford	- Abbotsford	Armstrong	- Star
Alberni	- Roxy	Ashcroft	- Ashcroft

British Columbia--(Cont'd)

Atlin	--	Globe	Quesnel	-	Rex
Bralorne	--	Community	Revelstoke	-	Avolie
Britannia Beach	-	Barbara	Rock Bay	-	Rock Bay
Chilliwack	-	Strand	Rossland	-	Capitol
Copper Mountain	-	Community Club	Salmon Arm	-	Rex
Courtenay	-	Bickle	Sointula	-	Opera House
"	-	E.W.	Squamish	-	Squamish
Cranbrook	-	Star	Stewart	-	Opera House
Creston	-	Grand	Trail	-	Strand
"	-	Tivoli	"	-	Rialto
Cumberland	-	Ilo Ilo	Vancouver	-	Alma
Dawson Creek	-	Carlsania	"	-	Bay
Duncans	-	Capitol	"	-	Beacon
Esquimalt	-	Cadet	"	-	broedway
Fernie	-	Orpheum	"	-	Cambie
Fort St. John	-	Community	"	-	Capitol
Ganges	-	Rex	"	-	Colonial
Grand Forks	-	Granada	"	-	Dominion
Hammond	-	Hammond	"	-	Dunbar
Haney	-	Haney	"	-	Fraser
Kamloops	-	Capitol	"	-	Grandview
Kelowna	-	Empress	" (West)	-	Hollyburn
Kimberley	-	Orpheum	"	-	Hollywood
Ladner	-	Ladner	"	-	Kerrisdale
Ladysmith	-	Rio	"	-	Kingsway
Langley Prairie	-	Langley	"	-	Kitsilano
Lillooet	-	Log Cabin	" (North)	-	Lonsdale
Masset	-	Masset	"	-	Lux
Merritt	-	Rex	"	-	Lyric
Michel	-	Opera House	"	-	Marpole
Mission City	-	Victory	"	-	Music Box
Nanaimo	-	Capitol	" (North)	-	Nova
"	-	Strand	" (Burnaby)	-	Oak
Natal	-	Grand	"	-	Olympia
Nelson	-	Capitol	"	-	Orpheum
"	-	Civic	"	-	Paradise
New Westminster	-	Columbia	"	-	Plaza
" "	-	Edison	"	-	Regent
" "	-	Fox	"	-	Rex
" "	-	Metro	"	-	Rio
" "	-	Sapperton	"	-	Roxy
Oak Bay	-	Oak Bay	"	-	Royal
Ocean Falls	-	Ocean Falls	"	-	Stanley
Oliver	-	Oliver	"	-	Star
Penticton	-	Capitol	"	-	Strand
Pioneer Mines	-	Community Club	"	-	Varsity
Port Alberni	-	Capitol	"	-	Victoria
" "	-	Port	"	-	Windsor
Port Alice	-	Port Alice	"	-	York
Powell River	-	Patricia	Vernon	-	Capitol
Premier	-	Community Hall	Victoria	-	Atlas
Prince George	-	Strand	"	-	Capitol
" Rupert	-	Capitol	"	-	Dominion
Princeton	-	Capitol	"	-	Plaza

British Columbia--(Cont'd)

Victoria	- Ric	White Rock	- Park
"	- Royal	" "	- White Rock
"	- York	Williams Lake	- Oliver
Wells	- Sunset	Woodfibre	- Community
West Summerland	- Rialto	Zeballos	- Community
Westview	- Roxy		

Yukon

Dawson City Orpheum

FILM EXCHANGES IN CANADA, 1940

<u>Name</u>	<u>Head Office Address</u>
Colonial Pictures Ltd.,	277 Victoria St., Toronto, Ont.
Columbia Pictures of Canada Ltd.,	21 Dundas Square " "
Compagnie France Film	637 Craig St. W., Montreal, Que.
Eastern Film Company	87 Union St., St. John, N.B.
Eastman Photographic Materials	610 Granville St., Vancouver, B.C.
Empire Universal Films Ltd.,	277 Victoria St., Toronto, Ont.
General Films Ltd.,	1924 Rose St., Regina, Sask.
Grand National Films Ltd.,	277 Victoria St., Toronto, Ont.
Maritime Film Exchange	87 Union St., St. John, N.B.
Motion Picture Supply	352 Carlton St., Winnipeg, Man.
Paramount Film Service Ltd.,	111 Bond St., Toronto, Ont.
Peerless Films Ltd.,	277 Victoria St., Toronto, Ont.
Regal Films Ltd.,	1908 Royal Bank Bldg., Toronto, Ont.
R. K. O. Distributing Corp. of Can.Ltd.	277 Victoria St., Toronto, Ont.
Sovereign Film Distributors Ltd.,	277 Victoria St., Toronto, Ont.
Superior Films Ltd.,	277 Victoria St., Toronto, Ont.
Twentieth Century-Fox Corp. Ltd.,	110 Bond St., Toronto, Ont.
United Artists Corp. Ltd.,	277 Victoria St., Toronto, Ont.
Vitagraph Ltd.,	21 Dundas Square Toronto, Ont.

THEATRE CHAINS IN CANADA, 1940

Adamsen, M. L.	9921-113th St., Edmonton, Alta.
Allied Amusements Ltd.,	300 Film Exchange Bldg., Winnipeg, Man.
Associated Theatres Ltd.,	300 Film Exchange Bldg., Winnipeg, Man.
B. & L. Theatres	12 Hazen Ave., St. John, N.B.
Cole, W. J.	Bellevue, Alta.
Compagnie France-Film	1135 Cote De Beaver Hall Montreal, Que.
Confederation Amusements Ltd.,	1449 St. Alexander St., Montreal, Que.
Famous Players Can. Corp.	1200 Royal Bank Bldg., Toronto, Ont.
Hambleton, Robt.	Simcoe, Ont.
Hanson Theatres Limited	277 Victoria St., Toronto, Ont.
Humphrey, H.,	Grenfell, Sask.
Kiefer, R. R.	Hardisty, Alta.
Miller, G. R.	Wynyard, Sask.
Morton Theatres Ltd.,	559 Main St., Winnipeg, Man.

THEATRE CHAINS IN CANADA, 1940---(Cont'd)

<u>Name</u>		<u>Head Office Address</u>
Murphy J. L.		Gravelbourg, Sask.
Northern Empire Theatres		Timmins, Ont.
O'Brien Theatres Ltd.,		Renfrew, Ont.
Purdy, K. E.,	9921-104th St.,	Edmonton, Alta.
Robson, C. R.		Vulcan, Alta.
Rotheinstein, N.	377 Burrows Ave.,	Winnipeg, Man.
Shacker, I. F.		Hanna, Alta.
Sharp, W. H. B.	704-8th Ave. W.,	Calgary, Alta.
Spencer, F. G. Co., Ltd.,	95 Charlotte St.,	St. John, N.B.
Sutherland, Mrs. F.,		St. Mary's, Ont.
Theatre Holding Corp.,	21 Dundas Square	Toronto, Ont.
Twentieth Century Theatres	21 Dundas Square	Toronto, Ont.
United Amusements Ltd.,	5887 Monkland Ave.,	Montreal, Que.
Western Theatres Ltd.,	301 Somerset Bldg.,	Winnipeg, Man.

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207

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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

IN CANADA

1941



OTTAWA
1943

Price 25 cents

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Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1941

Summary

Admissions to motion picture theatres in Canada exceeded one hundred and sixty-two millions in 1941 while box office receipts, exclusive of amusement taxes, reached a total of \$41,569,000 according to final results of the annual survey of motion picture theatres made by the Internal Trade Branch of the Dominion Bureau of Statistics. Per capita expenditure at motion picture houses stood at \$3.63 for 1941 compared with \$3.35 for 1940, \$3.03 for 1939 and \$3.77 for 1930, the earliest year for which figures are available. There were altogether 1,244 motion picture theatres in Canada in 1941. Admissions increased 6.9 per cent and receipts 9.8 per cent in 1941 over the preceding year.

All provinces reported gains in admissions and receipts over 1940, a marked increase in the city of Halifax producing a gain for the Province of Nova Scotia considerably in excess of those recorded for other provinces. Percentage increases in box office receipts over 1940 for the various provinces are as follows: Prince Edward Island, 23 per cent; Nova Scotia, 20 per cent; Alberta, 12 per cent; New Brunswick, 10 per cent; Ontario, 10 per cent; Quebec, 10 per cent; Saskatchewan, 5 per cent; Manitoba, 5 per cent and British Columbia, 4 per cent.

Cities with increases in receipts amounting to 10 per cent or over together with the percentage increases over 1940 are as follows: Calgary, 36 per cent; Halifax, 30 per cent; Windsor, 25 per cent; Hamilton, 19 per cent; St. Catharines, 15 per cent; Three Rivers, 14 per cent; New Westminster, 12 per cent and Brantford, 11 per cent.

Potential admissions to motion picture theatres in 1941 totalled 531,281,074. This figure represents the number of admissions possible with a full house in every theatre at every performance. Comparison with the actual number of admissions of 162,646,690 indicates that 31 per cent of the seating capacity was utilized on the average at each performance. The corresponding ratio for 1940 was 30 per cent. The ratio for 1941 varied considerably for different provinces, ranging from 27 per cent in Quebec to 33 per cent in Ontario. Ratios computed for some of the larger cities show 39 per cent for Halifax, 37 per cent for Toronto, 37 per cent for Hamilton, 36 per cent for Quebec, 35 per cent for Calgary, 34 per

cent for Windsor, 32 per cent for Vancouver, 32 per cent for Ottawa, 31 per cent for London, 30 per cent for Edmonton, 29 per cent for Winnipeg and 27 per cent for Montreal.

There was a slight increase in the proportion of single feature programs shown in 1941 compared with 1940. Such performances formed 38.5 per cent of the total number while double feature programs made up the remaining 61.5 per cent. The proportion of double feature programs to the total was lowest in Prince Edward Island where none were reported and highest in Quebec province at 83 per cent. Double feature programs formed 65 per cent of the total number shown in Ontario, 64 per cent in British Columbia, 60 per cent in Manitoba, 44 per cent in Alberta, 42 per cent in Nova Scotia, 35 per cent in New Brunswick and 24 per cent in Saskatchewan.

Itinerant operators numbered 89 in 1940. Eleven of these used 35 m.m. equipment, operated for a total of 1,650 days and had 97,035 admissions and \$27,114 receipts. The remaining 78 used 16 m.m. equipment, operated a total of 7,422 days and had 518,535 admissions and \$131,267 receipts.

Reports secured from 69 film exchanges engaged in supplying films to the theatres show total receipts for 1941 of \$12,747,952, of which \$12,368,446 represents the rental of films, \$373,349 represents revenue from advertising and \$6,157 represents receipts from other sources.

Per Capita Expenditure on Motion-Picture Entertainment,
Canada and the Provinces, 1930, 1933 and
1935-1941.

(Exclusive of amusement taxes)

Province	1930	1933	(I) 1935	(I) 1936	(I) 1937	(I) 1938	(I) 1939	(I) 1940	(I) 1941
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	2.33	2.50	2.70	2.93	3.02	3.03	3.35	3.63
Prince Edward Island	2.14	0.96	1.04	1.15	1.23	1.20	1.23	1.26	1.52
Nova Scotia	3.53	1.79	2.09	2.27	2.41	2.47	2.59	3.27	3.82
New Brunswick	2.69	1.33	1.64	1.78	1.86	1.95	1.84	2.21	2.41
Quebec	2.94	1.86	1.91	2.02	2.15	2.17	2.19	2.30	2.48
Ontario	4.70	3.09	3.19	3.49	3.90	4.07	4.08	4.63	5.07
Manitoba	3.94	2.56	2.72	2.83	3.07	3.20	3.03	3.23	3.41
Saskatchewan	2.19	1.12	1.28	1.51	1.48	1.45	1.57	1.76	1.92
Alberta	3.28	1.92	2.21	2.33	2.44	2.53	2.61	2.80	3.11
British Columbia ..	6.05	3.52	4.15	4.31	4.82	4.81	4.83	4.98	5.08

(I) Based on total receipts of regular theatres and itinerant operators.

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1930, 1933 and 1936 to 1941	4
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1941	4
Table 3.--Summary of Motion Picture Statistics, 1930 to 1941	5
Table 4.--Principal Statistics for Motion Picture Theatres, by Pro- vinces and Selected Cities, Canada, 1940 and 1941	6
Table 5.--Employment and Total Payroll in Motion Picture Theatres, Showing Proprietors, Family Members with and without Salaries and Projectionists, by Provinces, 1941	8
Table 6.--Employment in Motion Picture Theatres Showing Assistant Projectionists, Musicians and Stage Hands and all other Employees Classified According to Number of Weeks in Oper- ation and by Provinces, 1941	9
Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1940 and 1941	10
Table 8.--Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces, 1940 and 1941	11
Table 9.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1940 and 1941	12
Table 10.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1941	13
Table 11.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1941	14

Table 1.--Motion Picture Theatre Receipts by Provinces, 1930, 1933 and 1936 to 1941

Province	Receipts (I)									
	1920	1933	1936	1937	1938	1939	1940	1941		
CANADA	\$ 28,477,400	\$ 71,897,100	\$ 79,610,300	\$ 82,499,300	\$ 33,639,662	\$ 34,010,115	\$ 37,252,955	\$ 41,000,279		
Prince Edward Island	188,300	85,700	103,200	110,300	108,946	112,158	114,590	141,317		
Nova Scotia	1,817,400	933,300	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599		
New Brunswick	1,092,400	556,500	775,400	821,300	861,792	826,260	995,287	1,101,065		
Quebec	2,301,800	5,510,500	6,245,200	6,749,700	6,897,986	7,032,678	7,190,052	8,235,930		
Ontario	15,904,900	10,960,700	12,883,400	14,457,000	15,202,597	15,247,941	17,318,450	19,140,826		
Manitoba	2,712,800	1,818,400	2,097,100	2,196,400	2,278,996	2,131,732	2,344,201	2,475,949		
Saskatchewan	1,977,300	1,046,600	1,369,300	1,351,000	1,318,435	1,433,862	1,587,330	1,693,313		
Alberta	2,323,700	1,433,200	1,734,100	1,820,000	1,959,134	2,013,514	2,183,242	2,457,115		
British Columbia	4,166,800	2,557,799	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945		

(I) Receipts given do not include amusement taxes nor receipts of itinerant shows.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1941
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	102.0
Prince Edward Island	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1
Nova Scotia	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0
New Brunswick	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8
Quebec	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2	99.2
Ontario	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1	120.4
Manitoba	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3
Saskatchewan	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	105.7
British Columbia	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5

Table 3.--Summary of Motion Picture Statistics, 1930 to 1941

Year and Province	No. of Theatres	Receipts (1)	Paid Admissions	Employees (2)		Salaries and Wages \$
				Male	Female	
1930	910	38,479,500	-	4,641	1,502	6,946,700
1931	-	34,006,400	-	-	-	-
1932	-	28,731,300	-	-	-	-
1933	765	24,954,200	-	3,842	1,396	4,446,200
1934	799	25,280,300	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	137,976,052	5,422	1,226	5,666,049
1939	1,186	34,010,115	138,497,043	5,574	1,903	5,954,796
1940	1,232	37,858,955	152,137,277	5,751	1,988	6,363,403
1941						
CANADA	1,244	41,569,259	162,646,690	6,225	2,496	7,231,625
Prince Edward Island	6	141,317	507,804	24	18	16,775
Nova Scotia	61	2,195,599	8,991,329	297	172	320,489
New Brunswick	39	1,102,265	4,608,633	145	91	157,072
Quebec	204	8,236,930	33,026,304	1,271	363	1,239,706
Ontario	412	19,140,826	72,967,152	2,811	979	3,359,730
Manitoba	111	2,475,949	10,619,374	382	253	419,137
Saskatchewan	145	1,673,313	6,322,720	322	134	292,824
Alberta	144	2,457,115	8,473,487	428	117	481,648
British Columbia	122	4,145,945	17,129,877	545	369	944,244

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

Table A. - Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1940 and 1941

Province or City	Number of Theatres		Seating Capacity, 1941	Receipts (I)			Admissions		Average (2) Price, 1941
	1940	1941		1940	1941	% Change	1940	1941	% Change
CANADA	1,222	1,244	697,654	37,858,955	41,569,259	+ 9.8	152,137,277	162,646,690	+ 6.9
Prince Edward Is.	6	6	3,162	114,590	141,317	+ 23.3	403,773	507,804	+ 25.8
Nova Scotia	60	61	35,932	1,828,185	2,195,599	+ 20.1	7,739,490	8,991,229	+ 16.3
Halifax	9	9	7,511	644,979	842,301	+ 30.6	2,767,340	3,406,206	+ 23.1
Sydney	5	5	3,602	230,547	252,243	+ 9.4	996,458	1,061,576	+ 6.5
Other Places ..	46	47	24,819	952,659	1,101,055	+ 15.6	3,966,692	4,523,547	+ 14.0
New Brunswick	32	32	20,162	995,487	1,102,265	+ 10.7	4,239,493	4,608,623	+ 8.7
St. John	6	6	5,300	360,863	389,507	+ 7.9	1,642,162	1,769,718	+ 7.8
Other Places ..	33	33	14,862	634,624	712,758	+ 12.3	2,597,331	2,838,915	+ 9.3
Quebec	190	204	131,850	7,490,058	8,226,930	+ 10.0	31,444,246	32,026,204	+ 5.0
Montreal (3) ..	67	69	71,491	5,297,479	5,672,796	+ 8.9	22,100,630	22,913,482	+ 3.7
Quebec	11	11	8,509	559,251	595,415	+ 6.5	2,588,410	2,735,209	+ 5.7
Three Rivers ..	4	4	3,235	189,219	147,534	+ 14.2	534,772	593,401	+ 11.0
Other Places ..	108	120	48,615	1,594,109	1,821,185	+ 14.2	6,220,434	6,784,212	+ 9.1
Ontario	393	412	285,014	17,348,450	19,140,826	+ 10.3	67,106,204	72,967,162	+ 8.7
Toronto	108	108	90,345	6,302,204	6,743,097	+ 7.0	24,299,961	25,165,598	+ 3.6
Hamilton	20	21	19,460	1,105,418	1,324,601	+ 19.8	4,688,409	5,394,176	+ 15.1
Ottawa	15	15	13,814	1,073,862	1,137,763	+ 6.0	4,430,487	4,812,793	+ 8.6
London	8	8	8,108	593,749	621,235	+ 4.6	2,243,570	2,309,449	+ 2.9
Windsor	8	8	8,405	624,501	785,614	+ 25.8	2,402,542	2,953,623	+ 22.9
Brantford	4	4	4,062	280,702	312,492	+ 11.7	1,149,641	1,285,460	+ 11.8
St. Catharines ..	4	4	3,195	272,133	312,575	+ 14.9	1,084,032	1,240,728	+ 14.4
Sudbury	4	4	3,862	409,500	377,286	- 8.1	1,359,608	1,394,400	+ 2.6
Other Places ..	222	240	133,763	6,686,381	7,525,163	+ 12.5	25,447,894	28,410,935	+ 11.6
Ontario	393	412	285,014	17,348,450	19,140,826	+ 10.3	67,106,204	72,967,162	+ 8.7
Toronto	108	108	90,345	6,302,204	6,743,097	+ 7.0	24,299,961	25,165,598	+ 3.6
Hamilton	20	21	19,460	1,105,418	1,324,601	+ 19.8	4,688,409	5,394,176	+ 15.1
Ottawa	15	15	13,814	1,073,862	1,137,763	+ 6.0	4,430,487	4,812,793	+ 8.6
London	8	8	8,108	593,749	621,235	+ 4.6	2,243,570	2,309,449	+ 2.9
Windsor	8	8	8,405	624,501	785,614	+ 25.8	2,402,542	2,953,623	+ 22.9
Brantford	4	4	4,062	280,702	312,492	+ 11.7	1,149,641	1,285,460	+ 11.8
St. Catharines ..	4	4	3,195	272,133	312,575	+ 14.9	1,084,032	1,240,728	+ 14.4
Sudbury	4	4	3,862	409,500	377,286	- 8.1	1,359,608	1,394,400	+ 2.6
Other Places ..	222	240	133,763	6,686,381	7,525,163	+ 12.5	25,447,894	28,410,935	+ 11.6

See footnotes at end of table.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1940 and 1941--(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1941	Receipts (1)			Admissions			Average Price, 1941
	1940	1941		1940	1941	% Change	1940	1941	% Change	
Manitoba	114	111	50,364	2,344,201	2,475,942	+ 5.6	10,023,569	10,619,374	+ 5.9	23.2
Winnipeg (4)	43	41	29,801	1,817,473	1,899,288	+ 4.5	7,877,489	8,309,319	+ 5.5	22.9
Other Places	71	70	20,563	527,528	576,661	+ 9.3	2,146,080	2,310,055	+ 7.6	25.0
Saskatchewan	147	145	47,640	1,587,380	1,672,313	+ 5.4	6,186,473	6,322,720	+ 2.2	26.5
Regina	5	5	4,387	398,596	430,917	+ 8.1	1,576,500	1,602,827	+ 1.7	26.9
Saskatoon	5	5	4,299	324,133	340,689	+ 5.1	1,354,746	1,326,966	- 2.1	25.7
Other Places	137	135	38,954	864,651	901,707	+ 4.3	3,255,227	3,392,927	+ 4.2	26.6
Alberta	159	144	51,266	2,183,842	2,457,115	+ 12.5	8,301,586	8,473,487	+ 2.1	29.0
Edmonton	11	11	8,492	688,150	672,031	- 2.3	2,559,083	2,571,674	+ 0.5	26.1
Calgary	11	11	8,773	701,109	955,587	+ 36.3	2,730,160	2,855,959	+ 4.6	33.5
Other Places	137	122	34,001	794,583	829,497	+ 4.4	3,012,343	3,045,854	+ 1.1	27.2
British Columbia ..	124	122	72,264	3,966,162	4,115,945	+ 4.5	16,701,443	17,129,877	+ 2.6	24.2
Vancouver (5) ...	39	42	37,601	2,208,112	2,322,036	+ 5.2	9,878,491	10,349,696	+ 4.8	22.4
New Westminster ..	5	6	3,807	164,148	183,089	+ 11.5	745,520	778,103	+ 4.4	23.5
Other Places	80	74	30,796	1,593,902	1,640,820	+ 2.9	6,077,432	6,002,078	- 1.2	27.3

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lachine, Verdun, Westmount and Outremont.

(4) Includes St. James, Norwood, and St. Boniface.

(5) Includes North Vancouver and West Vancouver.

Table 5.--Employment in Motion Picture Theatres Showing Total Payroll, Proprietors, Family Members with and without Salary, and Salaries in Operation, by Province.

1931

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members				Projectionists	
	Proprietors	Employees		With Salary		Without Salary		No.	Salaries \$
				Male	Female	Male	Female		
CANADA	994	8,722	7,523,735	148	22	294,606	564	1,634	2,652,061
Employees in theatres operated 300 days and over									
Total	452	7,231	6,960,575	120	19	264,851	217	1,283	2,446,283
Prince Edward Island ..	1	33	16,045	-	-	-	1	3	3,476
Nova Scotia	20	401	309,589	5	-	11,095	13	60	23,494
New Brunswick	13	415	158,850	6	-	10,260	3	37	44,086
Quebec	97	1,460	1,228,799	28	5	67,679	50	230	313,261
Ontario	197	3,245	3,251,554	42	6	105,590	98	534	1,170,153
Manitoba	23	505	414,580	9	2	15,521	10	82	150,940
Saskatchewan	22	274	264,322	6	2	10,952	11	67	105,327
Alberta	39	386	436,072	12	1	21,452	18	108	181,589
British Columbia	40	709	880,764	12	3	22,302	13	162	394,197
Employees in theatres operated less than 300 days									
Total	542	1,491	562,160	28	3	29,755	347	251	205,778
Prince Edward Island ..	1	9	730	-	-	-	-	3	572
Nova Scotia	25	68	23,685	2	-	1,690	20	12	7,062
New Brunswick	20	21	8,482	2	1	2,196	14	6	2,915
Quebec	69	174	87,042	8	1	3,456	43	45	25,982
Ontario	45	542	215,516	2	-	1,750	21	64	50,998
Manitoba	77	131	20,978	1	-	900	53	30	10,248
Saskatchewan	158	182	42,234	3	-	2,780	103	58	18,732
Alberta	108	159	75,811	9	1	8,783	68	86	49,436
British Columbia	39	205	88,682	1	-	2,900	25	47	39,833

Table 6.--Employment in Motion Picture Theatres Showing Assistant Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Number of Weeks in Operation and by Provinces, 1941.

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees		Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	
CANADA	192	73,327	192	210,029	4,201	2,497	829
Employees in theatres operated 300 days and over -							
Total	161	67,293	92	155,201	3,587	2,108	926
Prince Edward Island	1	(x)	-	-	14	15	486
Nova Scotia	7	2,703	1	(x)	178	155	744
New Brunswick	8	2,847	-	-	84	86	691
Quebec	40	18,629	22	18,025	845	323	795
Ontario	75	34,779	37	86,106	1,747	855	969
Manitoba	18	3,971	9	11,341	199	197	790
Saskatchewan	5	1,806	3	4,828	109	90	925
Alberta	2	804	3	(x)	188	85	1,074
British Columbia	5	1,494	17	31,600	223	302	1,211
Employees in theatres operated less than 300 days -							
Total	37	6,034	100	54,828	614	389	358
Prince Edward Island	-	-	-	-	3	3	81
Nova Scotia	2	(x)	-	-	37	17	323
New Brunswick	1	(x)	-	-	9	5	285
Quebec	10	2,707	9	(x)	77	33	452
Ontario	7	1,334	90	45,903	247	134	394
Manitoba	3	210	-	-	44	54	153
Saskatchewan	7	563	-	-	73	44	217
Alberta	2	92	-	-	39	32	422
British Columbia	5	935	1	(x)	85	67	418

(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 7.—Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1940 and 1941

Province and City	1940				1941			
	No. of Theatres	Admissions	Potential (I) Admissions	Average	No. of Theatres	Admissions	Potential (I) Admissions	Average
CANADA	1,232	152,137,277	507,139,995	30	1,244	162,646,690	531,281,074	31
Prince Edward Island	6	403,772	1,799,616	22	6	507,804	1,818,224	28
Nova Scotia	60	7,730,490	28,303,182	27	61	8,991,329	28,040,659	32
New Brunswick	39	4,239,493	14,943,018	28	39	4,608,633	16,238,182	28
Quebec	190	31,444,246	118,359,619	27	204	33,026,304	122,573,707	27
Ontario	393	67,106,204	203,787,807	33	412	72,967,162	221,538,451	33
Manitoba	114	10,023,569	37,090,491	27	111	10,619,374	35,669,610	30
Saskatchewan	147	6,186,473	24,504,807	25	145	6,322,720	24,181,710	26
Alberta	159	8,301,586	26,672,013	31	144	8,473,487	27,185,667	31
British Columbia ..	124	16,701,443	51,679,532	32	122	17,129,877	54,034,864	32
Selected Cities:								
Toronto	108	24,299,961	66,344,842	37	108	25,165,598	68,691,643	37
Montreal	67	22,100,630	83,937,242	26	69	22,913,482	84,890,159	27
Winnipeg	43	7,877,489	30,446,146	26	41	8,309,319	28,530,424	29
Vancouver	39	9,878,491	30,824,452	32	42	10,349,696	32,491,158	32
Hamilton	20	4,688,409	13,114,905	35	21	5,394,176	14,425,868	37
Ottawa	15	4,430,487	14,991,408	30	15	4,812,793	14,885,520	32
Quebec	11	2,588,410	6,824,440	38	11	2,735,209	7,664,198	36
Calgary	11	2,730,160	8,316,904	33	11	2,855,959	8,072,688	35
Edmonton	11	2,559,083	8,970,630	29	11	2,571,674	8,705,496	30
Halifax	9	2,767,340	9,157,440	30	9	3,406,206	8,814,206	39
Windsor	8	2,402,542	8,032,128	30	8	2,953,623	8,640,684	34
London	8	2,243,570	8,151,864	27	8	2,309,449	7,402,692	31

(1) The number of admissions there would have been had all the seats been occupied for every performance.

Table 8.—Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1940 and 1941

	1940						1941					
	Total		Single		Double		Total		Single		Double	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	692,574	100.0	251,398	36.3	441,176	63.7	712,796	100.0	274,732	38.5	438,064	61.5
Prince Edward Island	2,652	100.0	2,532	95.5	120	4.5	2,730	100.0	2,730	100.0	-	-
Nova Scotia	39,850	100.0	20,094	50.4	19,756	49.6	39,870	100.0	22,914	57.5	16,956	42.5
New Brunswick	24,110	100.0	13,406	55.6	10,704	44.4	25,996	100.0	16,918	65.1	9,078	34.9
Quebec	137,403	100.0	23,220	16.9	114,183	83.1	145,029	100.0	27,988	19.3	117,041	80.7
Ontario	276,354	100.0	91,335	33.2	184,519	66.8	286,476	100.0	98,830	34.5	187,646	65.5
Manitoba	55,618	100.0	20,578	37.0	35,040	63.0	54,243	100.0	21,502	39.6	32,741	60.4
Saskatchewan	44,466	100.0	33,544	75.4	10,922	24.6	43,837	100.0	33,481	76.4	10,356	23.6
Alberta	46,397	100.0	24,866	53.6	21,531	46.4	46,579	100.0	25,879	55.6	20,700	44.4
British Columbia ...	65,724	100.0	21,323	32.4	44,401	67.6	68,036	100.0	24,490	36.0	43,546	64.0

Table 2.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1940 and 1941

Province	1940				1941				Net + Increase or - Decrease
	New (I) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New (I) Theatres	Theatres Remodelled and Re-opened	Theatres Closed		
CANADA	51	25	20	+ 46	53	19	59	+ 12	
Prince Edward Island	-	-	-	-	1	-	1	0	
Nova Scotia	-	-	4	- 4	1	1	1	+ 1	
New Brunswick	1	-	1	0	-	1	1	0	
Quebec	15	5	2	+ 18	14	2	2	+ 14	
Ontario	8	3	1	+ 10	21	2	4	+ 19	
Manitoba	4	3	8	- 1	3	3	9	- 3	
Saskatchewan	8	5	10	+ 3	5	6	13	- 2	
Alberta	10	3	4	+ 9	4	2	21	- 15	
British Columbia ...	5	6	-	+ 11	4	1	7	- 2	

(I) Includes community halls in the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 10.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1941

Province	Operators using 35 MM. Equipment				Operators using 16MM. Equipment			
	No.	Receipts \$	Admissions No.	Days in Operation No.	No.	Receipts \$	Admissions No.	Days in Operation No.
CANADA	11	27,114	97,035	1,635	78	131,267	558,595	7,422
Prince Edward Island ..	2	(x)	(x)	160	-	-	-	-
Nova Scotia	1	(x)	(x)	245	7	8,933	39,582	699
New Brunswick	-	-	-	-	2	(x)	(x)	137
Quebec	1	(x)	(x)	208	1	(x)	(x)	365
Ontario	-	-	-	-	27	45,973	171,126	1,854
Manitoba	1	(x)	(x)	308	5	9,883	48,377	683
Saskatchewan	3	13,181	52,314	473	23	32,839	151,021	2,192
Alberta	1	(x)	(x)	68	7	16,346	76,117	1,067
British Columbia	2	(x)	(x)	188	6	7,898	28,067	425

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 11.—Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1941

Year	No. of Exchanges	No. of Employees		Salaries & Wages		Total Receipts		Other Sources
		Male	Female	Male	Female	Film Rentals	Advertising	
1930	59	372	291	1,074,700			9,536,200	\$
1933	59	331	243	855,800			6,797,600	
1934	60	344	230	923,400			7,370,200	
1935	61	356	249	953,700			7,404,500	
1936	66	377	265	1,011,300			8,358,900	
1937	63	380	256	1,062,900			9,471,100	
1938	62	385	263	1,081,900			10,218,700	
1939	67	414	275	1,125,800			10,315,500	
1940	72	442	296	810,407	413,095	11,445,167	385,504	50,244
1941	69	415	347	832,400	434,281	12,368,446	373,349	6,157

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CANADA

DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES BRANCH

MOTION PICTURE THEATRES

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MOTION PICTURE THEATRES IN CANADA, 1942

Summary

Admissions to motion picture theatres in Canada exceeded one hundred and eighty-three and one-half millions in 1942 while box office receipts, exclusive of amusement taxes, reached a total of \$26,461,097 according to final results of the annual survey of motion picture theatres made by the Merchandising and Services Branch of the Dominion Bureau of Statistics. Federal and Provincial amusement taxes collected on admissions amounted to \$11,713,165. Per capita expenditure including amusement taxes at motion picture houses stood at \$5.01 for 1942. British Columbia came first with \$7.52 per person spent in this entertainment field, followed by Ontario with \$6.53, Nova Scotia \$5.89, Manitoba \$4.39, Alberta \$4.22, Quebec \$3.81, New Brunswick \$3.75, Saskatchewan \$2.56 and Prince Edward Island \$2.52. There were altogether 1,251 motion picture theatres in Canada in 1942 supplemented by 26 Itinerant Operators. Admissions increased 13.0 per cent and receipts 12.3 per cent in 1942 over the preceding year.

All provinces reported gains in admissions and receipts over 1941, notable increases being recorded in the cities of Halifax, Edmonton, Calgary and Vancouver. Percentage increases in box office receipts over 1941 for the various provinces are as follows: Prince Edward Island, 26 per cent; British Columbia, 21 per cent; New Brunswick, 21 per cent; Nova Scotia, 20 per cent; Alberta, 18 per cent; Quebec, 13 per cent; Saskatchewan, 9 per cent; Ontario, 8 per cent and Manitoba, 6 per cent.

Cities with increases in receipts amounting to 10 per cent or over together with the percentage increases over 1941 are as follows: Vancouver, 23 per cent; Edmonton, 23 per cent; Calgary, 21 per cent; Halifax, 20 per cent, Hamilton, 19 per cent; New Westminster, 19 per cent; Windsor, 17 per cent; St. John, 16 per cent; Sydney, 16 per cent; Ottawa, 15 per cent; Montreal, 13 per cent; Regina, 10 per cent.

Potential admissions to motion picture theatres in 1942 totalled 566,637,994. This figure represents the number of admissions possible with a full house in every theatre at every performance. Comparison with the actual number of admissions of 183,735,253 indicates that 32 per cent of the seating capacity was utilized on the average at each performance, an increase of 1 point over the corresponding ratio for 1941. The ratio for 1942 varied considerably for different provinces, ranging from 36 per cent in Nova Scotia down to 26 per cent in Saskatchewan. Ratios computed for some of the larger cities show 44 per cent for Halifax, 39 per cent for Toronto, 36 per cent for Windsor, 35 per cent for Edmonton, 35 per cent for Hamilton, 35 per cent for Quebec, 34 per cent for Calgary, 34 per cent for Vancouver, 33 per cent for Ottawa, 30 per cent for London, 30 per cent for Winnipeg and 29 per cent for Montreal.

Theatres classified according to ownership show 503 moving picture houses operated by firms owning 4 or more units, the "chain" group. Chain theatres had 70.3 per cent of the total receipts in 1942 and 66.8 per cent of the total admissions. Proprietors with only one unit operated 549 or slightly more than one-half the total number of theatres accounting for 22 per cent of the total receipts

and 24 per cent of the admissions.

The proportion of single feature programs shown in 1942 compared with 1941 remained unchanged. Such performances formed 38.5 per cent of the total number while double feature programs made up the remaining 61.5 per cent. The proportion of double feature programs to the total was lowest in Prince Edward Island at 1.3 per cent and highest in Quebec province at 78 per cent. Double feature programs formed 66 per cent of the total number shown in Ontario, 63 per cent in British Columbia, 61 per cent in Manitoba, 42 per cent in Alberta, 39 per cent in Nova Scotia, 37 per cent in New Brunswick and 31 per cent in Saskatchewan.

Exactly one-third of the total number of theatres in Canada used double feature programs exclusively throughout the year. These theatres accounted for 49 per cent of the total admissions and the box office receipts amounted to 43 per cent of the total for 1942. In Quebec double feature programs accounted for 76 per cent of the theatre admissions and their receipts amounted to 68.5 per cent of the total for the province.

Itinerant Operators numbered 96 in 1942. Twelve of these, using 35 m.m. equipment, operated a total of 1,444 days and had 205,360 admissions and \$55,040 receipts. The remaining 84 used 16 m.m. equipment, operated 7,481 days and had 617,027 admissions and \$164,109 in receipts.

Reports secured from 78 film exchanges engaged in supplying films to the theatres show total receipts for 1942 of \$14,313,904, of which \$13,892,093 represents the rental of films, \$370,740 represents revenue from advertising and \$51,071 receipts from other sources. Salaries and wages paid to 795 employees amounted to \$1,273,943. Film releases were reported by the exchanges for the first time in the 1942 survey. These releases totalled 2,358 films of which 795 were features, 464 cartoons, 461 news reels and all other films 638. On breaking down the number of feature films by country of origin, the reports show that 734 were produced in the U.S.A., 42 in Great Britain and 19 in other countries.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1935-1942

Province	(1) 1935	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.50	2.70	2.93	3.02	3.03	3.35	3.63	4.01	5.01
Prince Edward Island	1.04	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52
Nova Scotia	2.09	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89
New Brunswick	1.64	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75
Quebec	1.91	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81
Ontario	3.19	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53
Manitoba	2.72	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39
Saskatchewan	1.28	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56
Alberta	2.21	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22
British Columbia ...	4.15	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52

(1) Based on total receipts of regular theatres and itinerant operators (Exclusive of Amusement Taxes).

(2) Based on total receipts of regular theatres and itinerant operators. (Including Amusement Taxes)

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1930 and 1936 to 1942	4
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1942	4
Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1942	5
Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1941 and 1942	6
Table 5.--Employment and Total Payroll in Motion Picture Theatres, Showing Proprietors, Family Members, Projectionists, Assistant Projectionists, Musicians and Stage Hands and all other Employees Classified According to full-time and part-time operation, Canada and the Provinces, 1942..	10
Table 6.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940 and 1942	12
Table 7.--Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces, 1941 and 1942	13
Table 8.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, Canada, 1942	14
Table 9.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1940 and by Provinces, 1941 and 1942	15
Table 10.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada 1938-1940 and by Provinces, 1941 and 1942	16
Table 11.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1942	17
Table 12.--Showing Number of New Picture Theatres, Theatres Re-modelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1941 and 1942	18
Table 13.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1942	19

Table 1.--Motion Picture Theatre Receipts by Provinces, 1930 and 1936 to 1942

Province	Receipts (1)									
	1930	1936	1937	1938	1939	1940	1941	1942		
CANADA	\$ 38,479,500	\$ 29,610,300	\$ 32,499,300	\$ 33,635,052	\$ 34,010,115	\$ 37,858,955	\$ 41,369,259	\$ 46,461,097		
Prince Edward Island	188,300	103,200	110,300	108,946	112,158	114,590	141,317	178,480		
Nova Scotia	1,814,500	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353		
New Brunswick	1,093,400	775,400	821,300	861,792	826,285	995,487	1,102,265	1,336,561		
Quebec	8,301,800	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058	8,236,930	9,347,981		
Ontario	15,900,900	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450	19,140,826	20,753,439		
Manitoba	2,712,800	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765		
Saskatchewan	1,977,300	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486		
Alberta	2,323,700	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063		
British Columbia ...	4,166,800	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969		

(1) Receipts given do not include amusement taxes nor receipts of itinerant shows.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1942
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	107.5	120.7
Prince Edward Island ..	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8
Nova Scotia	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2
New Brunswick	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2
Quebec	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6
Ontario	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1	120.4	130.5
Manitoba	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4
Saskatchewan	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7
British Columbia	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7

Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1942

Year and Province	No. of Theatres	Receipts (1)	Amusement Taxes	Paid Admissions	Employees (2)		Salaries and Wages
					Male	Female	
1930	910	38,479,500	-	-	4,641	1,502	6,946,700
1933	765	24,954,200	-	-	3,842	1,396	4,446,200
1934	799	25,280,300	-	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	-	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	-	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	-	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	-	137,976,052	5,422	1,826	5,666,049
1939	1,186	34,010,115	-	138,497,043	5,574	1,903	5,954,796
1940	1,232	37,858,955	-	152,137,277	5,751	1,988	6,363,403
1941	1,244	41,369,259	-	162,546,690	6,225	2,496	7,231,625
<u>1942</u>							
CANADA	1,251	46,461,097	11,713,165	183,735,258	5,698	3,009	8,265,901
Prince Edward Island..	6	178,480	56,702	638,011	22	15	19,994
Nova Scotia	62	2,634,353	788,008	10,756,669	296	217	391,444
New Brunswick	41	1,336,561	407,270	5,700,794	169	125	210,982
Quebec	214	9,347,981	3,339,266	37,300,743	1,313	522	1,503,444
Ontario	412	20,753,439	4,164,908	81,059,775	2,408	1,149	3,766,134
Manitoba	115	2,641,765	580,029	11,246,218	343	247	454,185
Saskatchewan	144	1,833,486	427,366	7,204,864	311	166	338,334
Alberta	133	2,665,063	716,178	10,363,279	357	148	523,977
British Columbia (3) ..	124	5,069,969	1,233,438	19,464,905	479	420	1,057,407

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon.

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942

Province or City	No. of Theatres		Seating Capacity 1942	Receipts (1)		% Change	Amusement Taxes 1942 \$
	1941	1942		1941 \$	1942 \$		
CANADA	1 244	1,251	702,833	41,369,259	46,461,097	+ 12.3	11,713,165
Prince Edward Island ..	6	6	3,162	141,317	178,480	+ 26.3	56,702
Nova Scotia	61	62	36,244	2,195,599	2,634,352	+ 20.0	788,008
Halifax	9	9	7,510	842,301	1,017,397	+ 20.8	314,883
Sydney	5	5	3,602	252,243	293,801	+ 16.5	88,416
Other Places	47	48	25,132	1,101,055	1,323,155	+ 20.2	384,709
New Brunswick	39	41	21,092	1,102,265	1,336,561	+ 21.3	407,270
Saint John	6	6	5,302	389,507	452,160	+ 16.1	138,236
Moncton	(a)	4	2,991	(a)	319,153	(93,336
Other Places	(33	31	12,799	712,758	565,248	24.0	175,698
Quebec	204	214	137,162	8,236,930	9,347,981	+ 13.5	3,339,266
Montreal (3)	69	71	72,911	5,672,796	6,397,701	+ 12.8	2,291,384
Quebec	11	11	8,558	595,415	617,507	+ 3.7	238,539
Three Rivers	4	4	3,235	147,534	160,021	+ 8.5	56,480
Sherbrooke	(a)	3	2,655	(a)	198,735	(69,269
St. Jean	(a)	3	2,204	(a)	103,426	(35,603
Rouyn	(a)	3	1,617	(a)	95,352	(30,950
Other Places	(120	119	45,982	1,821,185	1,775,239	(617,041
Ontario	412	412	283,887	19,140,826	20,753,439	+ 8.4	4,164,908
Toronto	108	110	91,172	6,743,097	7,011,049	+ 4.0	1,411,960
Hamilton	21	21	19,281	1,324,601	1,575,929	+ 19.0	310,501
Ottawa	15	15	13,812	1,137,763	1,309,879	+ 15.1	261,824
London	8	8	8,109	621,235	651,997	+ 5.0	130,450
Windsor	8	8	8,399	785,614	922,271	+ 17.4	185,066
Brantford	4	4	4,062	313,492	334,918	+ 6.8	68,655
Sudbury	4	4	3,861	377,286	408,858	+ 8.4	82,307
Kingston	(a)	5	4,353	(a)	463,971	(92,913

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942 (Cont'd)

Province or City	No. of Theatres		Seating Capacity 1942	Receipts (1)		% Change	Amusement Taxes 1942
	1941	1942		1941	1942		
Woodstock	(a)	3	2,203	(a)	128,248	(+ 8.9	26,121
Other Places	(244	234	128,635	(7,837,738	7,951,319)	1,595,111
Manitoba	111	115	50,714	2,475,949	2,641,765	+ 6.7	580,029
Winnipeg (4)	41	41	29,816	1,899,288	1,997,825	+ 5.2	447,666
Other Places	70	74	20,898	576,661	643,940	+ 11.7	132,363
Saskatchewan	145	144	49,180	1,673,313	1,833,486	+ 9.6	427,366
Regina	5	6	5,141	430,917	475,163	+ 10.3	125,981
Saskatoon	5	6	4,934	340,689	373,239	+ 9.6	102,006
Other Places	135	132	39,105	901,707	985,084	+ 9.2	199,379
Alberta	144	133	48,456	2,257,115	2,665,063	+ 18.1	716,178
Edmonton	11	11	8,492	672,031	824,100	+ 22.6	224,310
Calgary	11	11	8,809	755,587	915,670	+ 21.2	242,465
Other Places	122	111	31,155	829,497	925,293	+ 11.5	249,403
British Columbia	122	124	72,936	4,145,945	5,069,969	+ 22.3	1,233,438
Vancouver (5)	42	42	37,460	2,322,036	2,909,756	+ 25.3	703,026
New Westminster	6	5	3,418	183,089	218,688	+ 19.4	54,693
Trail	(a)	3	2,074	(a)	101,402	(25,515
Victoria	(a)	6	5,072	(a)	614,202	+ 18.3	152,926
Other Places	(74	68	24,912	(1,640,820	1,245,921)	297,278

(1) Not including amusement taxes.

(3) Includes Lachine, Verdun, Westmount and Outremont.

(4) Includes St. James, Norwood, and St. Boniface.

(5) Includes North Vancouver and West Vancouver.

(a) Included in "Other Places" for the year 1941.

Table 4. Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1941 and 1942 (Cont'd)

Province or City	Admissions		% Change	Potential Admissions 1942	Average Seating Utilized 1942 %	Average Admission Price (2) 1942
	1941	1942				
CANADA	162,546,690	183,735,258	+ 13.0	566,637,994	32.4	25.3
Prince Edward Island	507,804	638,011	+ 25.6	2,031,304	31.4	28.0
Nova Scotia	8,991,329	10,756,669	+ 19.6	29,626,803	36.3	24.5
Halifax	3,406,206	3,997,570	+ 17.4	9,198,072	43.5	25.5
Sydney	1,061,576	1,226,407	+ 15.5	3,099,600	39.6	24.0
Other Places	4,523,547	5,532,692	+ 22.3	17,329,131	31.9	23.9
New Brunswick	4,608,633	5,700,794	+ 23.7	16,891,215	33.8	23.4
Saint John	1,769,718	2,055,551	+ 16.2	5,786,196	35.5	22.0
Moncton	(a)	1,235,750	(+ 28.4	2,823,639	43.8	25.8
Other Places	(2,838,915	2,409,493)	8,281,380	29.1	23.5
Quebec	33,026,304	37,300,743	+ 12.9	130,646,512	28.6	25.1
Montreal (3)	22,913,482	25,201,940	+ 10.0	88,462,623	28.5	25.4
Quebec	2,735,209	2,905,343	+ 6.2	8,295,112	35.0	21.3
Three Rivers	593,401	639,767	+ 7.8	3,033,940	21.1	25.0
Sherbrooke	(a)	815,471	(2,641,912	30.9	24.4
St. Jean	(a)	382,997	(+ 26.1	1,624,168	23.6	27.0
Rouyn	(a)	298,276	(1,516,592	19.7	32.0
Other Places	(6,784,212	7,056,949)	25,072,165	28.1	25.2
Ontario	72,967,162	81,059,775	+ 11.1	236,735,662	34.2	25.6
Toronto	25,165,598	27,295,017	+ 8.5	69,865,122	39.1	25.7
Hamilton	5,394,176	6,341,317	+ 17.6	17,989,452	35.3	24.9
Ottawa	4,812,793	5,256,910	+ 9.2	16,043,832	32.8	24.9
London	2,309,449	2,405,760	+ 4.2	8,094,756	29.7	27.1
Windsor	2,953,623	3,231,153	+ 9.4	9,076,236	35.6	28.5
Brantford	1,285,460	1,419,442	+ 10.4	4,393,272	32.3	23.6
Sudbury	1,394,400	1,504,072	+ 7.9	4,934,088	30.5	27.2

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1941 and 1942 (Cont'd)

Province or City	Admissions			Potential Admissions 1942	Average Seating Utilized 1942 %	Average Admission Price (2) 1942
	1941	1942	% Change			
Kingston	(a)	1,877,135	(5,133,336	36.6	24.7
Woodstock	(a)	509,837	(+ 8.7	1,920,696	26.5	24.2
Other Places	(29,651,663	31,219,132	(99,284,872	31.4	25.5
Manitoba	10,619,374	11,246,218	+ 5.9	36,624,030	30.7	23.5
Winnipeg (4)	8,309,319	8,568,605	+ 3.1	28,959,610	29.6	23.3
Other Places	2,310,055	2,677,613	+ 15.9	7,664,420	34.9	24.0
Saskatchewan	6,322,720	7,204,864	+ 14.0	27,509,918	26.2	25.4
Regina	1,602,827	1,819,488	+ 13.5	6,436,236	28.3	26.1
Saskatoon	1,326,966	1,532,726	+ 15.5	7,022,496	21.8	24.4
Other Places	3,392,927	3,852,650	+ 13.5	14,051,186	27.4	25.6
Alberta	8,373,487	10,363,279	+ 23.7	30,111,425	34.4	25.7
Edmonton	2,571,674	3,204,260	+ 24.6	9,120,852	35.1	25.7
Calgary	2,755,959	3,306,304	+ 20.0	9,661,392	34.2	27.7
Other Places	3,045,854	3,852,715	+ 26.5	11,329,181	34.0	24.0
British Columbia	17,129,877	19,464,905	+ 13.6	56,461,125	34.5	26.0
Vancouver (5)	10,349,696	11,431,575	+ 10.5	34,110,180	33.5	25.5
New Westminster	778,103	945,642	+ 21.5	3,198,336	29.6	23.1
Trail	(a)	469,827	(1,294,176	36.3	21.6
Victoria	(a)	2,242,438	(+ 18.1	5,836,272	38.4	27.4
Other Places	6,002,078	4,375,423	(12,022,161	36.4	28.0

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes Lacine, Verdun, Westmount and Outremont.

(4) Includes St. James, Norwood and St. Boniface.

(5) Includes North Vancouver and West Vancouver.

(a) Included in "Other Places" for the year 1941.

Table 5.--Employment in Motion Picture Theatres Showing Total Payroll, Proprietors, Family Members with and without Salaries and Projectionists Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1942

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members				Projectionists		
	Proprietors	Employees		With Salary		Without Salary		No.	Salaries \$	
				Male	Female	Male	Female			
1941	994	8,722	7,523,735	148	22	294,606	564	260	1,634	2,652,361
1942	908	8,707	8,511,849	125	32	272,040	516	235	1,580	2,912,558
CANADA	420	7,692	8,110,736	107	29	250,748	200	84	1,325	2,764,780
Employees in theatres operated 300 days and over-										
Total										
Prince Edward Island	1	30	18,273	-	-	-	1	-	3	4,090
Nova Scotia	15	449	384,973	4	-	8,040	9	2	63	97,570
New Brunswick	9	249	198,427	3	-	6,370	4	2	37	53,075
Quebec	99	1,668	1,495,998	25	10	67,093	50	14	251	357,386
Ontario	166	3,342	3,688,311	33	8	74,717	86	39	539	1,289,622
Manitoba	32	483	470,800	14	3	34,716	10	5	84	162,752
Saskatchewan	18	275	299,383	8	3	16,480	7	-	66	116,012
Alberta	45	416	512,189	6	1	12,623	22	16	114	219,225
British Columbia	35	780	1,042,382	14	4	30,709	11	6	168	465,048
Employees in theatres operated less than 300 days -										
Total	488	1,015	401,113	18	3	22,292	316	151	255	147,778
Prince Edward Island	1	7	1,721	-	-	-	1	-	3	941
Nova Scotia	18	46	8,762	-	-	-	15	3	6	3,529
New Brunswick	11	36	15,144	-	-	-	9	2	7	3,069
Quebec	75	142	60,812	4	-	4,520	47	24	38	22,154
Ontario	52	258	162,094	5	1	8,449	30	16	42	45,764
Manitoba	75	107	19,001	1	-	(x)	46	28	29	9,674
Saskatchewan	138	201	57,011	3	1	2,000	94	40	53	19,130
Alberta	78	89	27,411	3	1	3,000	50	24	42	19,014
British Columbia	40	129	49,157	2	-	(x)	24	14	35	24,503

(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 5.--Employment in Motion Picture Theatres Showing Assistant Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1942 (Cont'd)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees			Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	Salaries and Wages	
1941	198	73,327	192	210,029	4,201	2,497	4,293,712	\$ 829
1942	157	59,401	153	244,188	3,749	3,068	5,022,662	885
CANADA								
Employees in theatres operated 300 days and over -	126	52,860	130	212,143	3,352	2,759	4,830,205	1,000
Total	-	-	-	-	14	13	14,183	589
Prince Edward Island	13	3,863	1	(x)	169	203	273,374	829
Nova Scotia	12	3,476	-	-	88	112	135,506	769
New Brunswick	28	17,495	38	56,044	853	498	997,980	847
Quebec	41	19,345	45	91,253	1,602	1,115	2,213,374	1,051
Ontario	19	3,058	14	17,684	165	201	252,590	914
Manitoba	5	2,419	3	(x)	94	107	159,253	1,022
Saskatchewan	4	1,879	4	1,129	160	134	277,333	1,111
Alberta	4	1,325	25	38,688	207	376	506,612	1,279
British Columbia								
Employees in theatres operated less than 300 days -	31	6,541	23	32,045	397	309	192,457	267
Total	-	-	-	-	2	2	780	215
Prince Edward Island	4	1,320	-	-	22	14	3,913	137
Nova Scotia	1	(x)	-	-	15	13	11,770	322
New Brunswick	6	1,208	8	4,438	59	31	28,492	280
Quebec	9	1,152	15	27,607	114	78	79,122	523
Ontario	2	(x)	-	-	30	46	8,161	104
Manitoba	2	(x)	-	-	87	59	35,536	168
Saskatchewan	3	584	-	-	30	14	4,813	164
Alberta	4	1,361	-	-	38	52	19,870	291
British Columbia								

(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 6.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940 and 1942

Year and Number of Theatres Under Same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount \$	%	Number	%
<u>1930</u>						
Total (1)	918	100.0	39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two	62	6.8	3,853,500	9.9	-	-
Three	30	3.2	2,536,700	6.5	-	-
Four and Over	167	18.2	15,967,900	40.8	-	-
<u>1940</u>						
Total (1)	1,232	100.0	37,858,955	100.0	152,137,277	100.0
One	579	47.0	9,704,472	25.6	43,630,965	28.7
Two	134	10.9	2,621,995	6.9	11,743,415	7.7
Three	78	6.3	1,463,883	3.9	7,622,604	5.0
Four	28	2.3	616,784	1.6	2,504,141	1.6
Five to Nineteen	120	9.7	3,484,780	9.2	15,015,118	9.9
Twenty and Over	293	23.8	19,967,041	52.8	71,621,034	47.1
<u>1942</u>						
Total (1)	1,251	100.0	46,461,097	100.0	183,735,258	100.0
One	549	43.9	10,036,559	21.6	43,648,825	23.8
Two	124	9.9	2,437,146	5.2	10,832,898	5.9
Three	75	6.0	1,363,435	2.9	6,489,747	3.5
Four	24	1.9	582,859	1.3	2,714,761	1.5
Five to Nineteen	119	9.5	4,467,020	9.6	17,995,124	9.8
Twenty and Over	360	28.8	27,574,078	59.4	102,053,903	55.5

(1) Includes vaudeville and legitimate theatres.

Table 7.--Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1941 and 1942

	1941						1942					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	712,796	100.0	274,732	38.5	438,064	61.5	760,115	100.0	292,950	38.5	467,165	61.5
Prince Edward Island	2,730	100.0	2,730	100.0	-	-	3,070	100.0	3,030	98.7	40	1.3
Nova Scotia	39,870	100.0	22,914	57.5	16,956	42.5	41,899	100.0	25,509	60.9	16,390	39.1
New Brunswick	25,996	100.0	16,918	65.1	9,078	34.9	26,943	100.0	16,828	62.5	10,115	37.5
Quebec	145,029	100.0	27,988	19.3	117,041	80.7	158,524	100.0	34,917	22.0	123,607	78.0
Ontario	286,476	100.0	98,830	34.5	187,646	65.5	304,712	100.0	103,114	33.8	201,598	66.2
Manitoba	54,243	100.0	21,502	39.6	32,741	60.4	56,641	100.0	22,170	39.1	34,471	60.9
Saskatchewan	43,837	100.0	33,481	76.4	10,356	23.6	47,003	100.0	32,139	68.4	14,864	31.6
Alberta	46,579	100.0	25,879	55.6	20,700	44.4	50,582	100.0	29,199	57.7	21,383	42.3
British Columbia ...	68,036	100.0	24,490	36.0	43,546	64.0	70,741	100.0	26,044	36.8	44,697	63.2

Table 8.--Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1942

Economic Division	All Theatres		Proportion of Single and Double Feature Performances							
			All Single		50%-99% Single		1% to 49% Single		All Double	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
CANADA -										
Number	1,251	100.0	396	31.6	311	24.9	131	10.5	413	33.0
Receipts	46,461,097	100.0	7,193,738	15.5	12,023,716	25.9	7,294,216	15.7	19,949,427	42.9
Admissions	183,735,258	100.0	23,662,137	12.9	42,151,917	22.9	28,306,508	15.4	89,614,696	48.8
Maritime Provinces -										
Number	407	100.0	48	44.1	40	36.7	8	7.3	13	11.9
Receipts	4,149,394	100.0	1,223,594	20.5	1,614,546	38.9	594,675	14.3	716,579	17.3
Admissions	17,095,474	100.0	4,506,848	26.4	6,517,377	38.1	2,546,041	14.9	3,525,208	20.6
Quebec -										
Number	214	100.0	37	17.3	42	19.6	15	7.0	120	56.1
Receipts	9,347,981	100.0	1,191,398	12.7	1,005,672	10.8	750,242	8.0	6,400,669	68.5
Admissions	37,300,743	100.0	3,436,712	9.2	3,240,427	8.7	2,357,439	6.3	28,266,165	75.8
Ontario -										
Number	412	100.0	36	8.7	128	31.1	62	15.0	186	45.2
Receipts	20,753,439	100.0	2,034,409	9.8	6,899,824	33.2	3,481,090	16.8	8,338,116	40.2
Admissions	81,059,775	100.0	6,072,357	7.5	23,286,549	28.7	13,847,770	17.1	37,853,099	46.7
Prairie Provinces -										
Number	392	100.0	245	62.5	70	17.8	21	5.4	56	14.3
Receipts	7,140,314	100.0	2,283,344	32.0	1,410,959	19.8	1,208,076	16.9	2,237,935	31.3
Admissions	28,814,361	100.0	8,114,452	28.2	5,370,972	18.6	4,656,693	16.2	10,672,244	37.0
British Columbia -										
Number	124	100.0	30	24.2	31	25.0	25	20.2	38	30.6
Receipts	5,069,969	100.0	460,993	9.1	1,092,715	21.6	1,260,133	24.8	2,256,128	44.5
Admissions	19,464,905	100.0	1,531,768	7.9	3,736,592	19.2	4,898,565	25.2	9,297,980	47.7

Table 2. -- Distribution of Theatres According to Average Price of Admission, Canada, 1938-1940 and by Provinces, 1941 and 1942

Province	Total Theatres	Less than 15¢	Average Price of Admission (1)											
			15¢ to 19¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over	
1938	1,133	58	144	138	150	182	133	90	160	34	27	6	11	
1939	1,186	44	163	138	150	170	161	125	152	43	25	6	9	
1940	1,232	49	172	162	150	185	155	122	164	40	18	5	10	
<u>1941</u>														
CANADA	1,244	35	143	158	161	195	142	128	192	48	24	8	10	
Prince Edward Island	6	-	8	1	1	1	1	1	1	-	-	-	-	
Nova Scotia	61	1	4	7	9	11	14	5	5	1	-	-	-	
New Brunswick	39	-	4	4	9	13	3	4	2	-	-	-	-	
Quebec	204	11	28	24	17	25	33	8	37	14	6	-	1	
Ontario	412	11	48	63	62	53	42	51	55	11	6	6	4	
Manitoba	111	5	17	23	28	16	8	7	5	1	-	-	1	
Saskatchewan	145	1	6	11	16	24	18	23	41	4	1	-	4	
Alberta	144	1	7	11	9	43	19	13	29	8	4	-	-	
British Columbia	122	5	25	14	10	9	4	16	17	9	7	2	4	
<u>1942</u>														
CANADA (2)	1,251	10	55	54	77	137	144	130	333	198	69	21	23	
Prince Edward Island	6	-	-	-	-	-	-	2	2	1	1	-	-	
Nova Scotia	62	-	1	1	3	5	7	7	23	14	1	-	-	
New Brunswick	41	-	1	1	4	5	6	5	13	4	1	-	-	
Quebec	214	2	9	10	5	6	14	21	45	59	23	7	13	
Ontario	412	6	25	19	32	57	49	44	101	57	13	4	5	
Manitoba	115	1	8	5	15	26	25	13	14	5	2	-	1	
Saskatchewan	144	-	3	8	8	10	20	20	59	10	5	1	-	
Alberta	133	-	4	1	2	14	11	12	52	26	10	1	-	
British Columbia	124	1	4	9	8	14	12	6	24	22	13	7	4	

(1) Total Receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

(2) Average Price for 1942 includes Amusement Taxes.

Table 11.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1942

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts \$	Admissions No.	Days in Operation No.	No.	Receipts \$	Admissions No.	Days in Operation No.
CANADA	12	55,050	205,360	1,444	84	164,109	617,027	7,481
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	1	(x)	(x)	(x)	8	33,090	124,042	965
New Brunswick	-	-	-	-	1	(x)	(x)	(x)
Quebec	1	(x)	(x)	(x)	7	13,562	61,430	971
Ontario	-	-	-	-	23	46,469	152,641	1,813
Manitoba	1	(x)	(x)	(x)	4	(x)	(x)	(x)
Saskatchewan	3	16,769	68,154	410	23	37,778	163,934	2,071
Alberta	-	-	-	-	7	13,755	47,847	894
British Columbia	4	8,861	24,340	300	11	15,981	53,257	549

- 17 -

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 12.---Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1941 and 1942

Province	1941				1942			
	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA	53	18	59	+ 12	31	13	37	+ 7
Prince Edward Island ...	1	-	1	0	-	-	-	-
Nova Scotia	1	1	1	+ 1	1	-	-	+ 1
New Brunswick	-	1	1	0	1	1	-	+ 2
Quebec	14	2	2	+ 14	11	-	1	+ 10
Ontario	21	2	4	+ 19	2	2	4	0
Manitoba	3	3	9	- 3	3	3	2	+ 4
Saskatchewan	5	6	13	- 2	7	3	11	- 1
Alberta	4	2	21	- 15	2	2	15	- 11
British Columbia	4	1	7	- 2	4	2	4	+ 2

(1) Includes community halls in the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 13.—Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1942

Year	No. of Exchanges	No. of Employees		Salaries & Wages		Total Receipts		Other Sources
		Male	Female	Male	Female	Film Rentals	Advertising	
				\$		\$	\$	\$
1930	59	372	291	1,074,700			9,536,200	
1933	59	331	243	855,800			6,797,600	
1934	60	344	230	923,400			7,370,200	
1935	61	358	249	953,700			7,404,500	
1936	66	377	265	1,011,200			8,358,900	
1937	63	380	256	1,062,900			9,471,100	
1938	62	385	263	1,081,900			10,218,700	
1939	67	414	275	1,125,800			10,315,500	
1940	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	78	414	381	1,072,289	401,654	13,892,093	370,740	51,071

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Minister of Trade and Commerce

CANADA

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MERCHANDISING AND SERVICES BRANCH

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MOTION PICTURE THEATRES IN CANADA, 1943

Summary

Final compilations of motion picture theatre statistics for 1943 show that there were 1,269 theatres in Canada last year and that these had 205,826,197 paid admissions. Box office receipts exclusive of amusement taxes amounted to \$52,567,989 while Dominion and provincial amusement taxes collected at motion picture theatres amounted to \$13,381,361. In addition there were 99 itinerant operators and these had 1,051,065 admissions and \$308,557 receipts. Including the receipts secured both by itinerant operators and permanently equipped theatres, per capita expenditure on this form of entertainment averaged \$5.61 in 1943, per capita figures for the various provinces standing at \$8.29 for British Columbia, \$6.97 for Ontario, \$6.68 for Nova Scotia, \$5.27 for Alberta, \$4.81 for Manitoba, \$4.53 for New Brunswick, \$4.21 for Quebec, \$3.35 for Prince Edward Island, and \$3.31 for Saskatchewan.

All provinces reported increases both in admissions and in receipts in 1943 compared with 1942. Percentage increases in receipts compared with 1942 for the various provinces with corresponding percentage increases in admissions in brackets are as follows: Prince Edward Island, 27.1 per cent (27.6 per cent); Alberta, 20.8 per cent (17.8 per cent); New Brunswick, 20.5 per cent (19.3 per cent); Saskatchewan, 19.4 per cent (18.3 per cent); British Columbia, 17.7 per cent (19.4 per cent); Nova Scotia, 17.2 per cent (17.9 per cent); Quebec, 14.8 per cent (12.2 per cent); Ontario, 9.3 per cent (8.1 per cent); and Manitoba, 7.7 per cent (7.8 per cent).

Marked increases in receipts and admissions were recorded for some of the larger urban centres. Percentage increases in box office receipts for cities having increases of 15 per cent or over are as follows: Edmonton, 37.3 per cent; Quebec, 21.8 per cent; Moncton, 21.4 per cent; Saint John, 20.6 per cent; Regina, 18.9 per cent; Saskatoon, 17.6 per cent; New Westminster, 17.6 per cent; Vancouver, 16.0 per cent.

Potential admissions to motion picture theatres in 1943 totalled 577,271,947, a figure which represents the number of admissions possible were there a full house in every theatre at every performance of the program. Comparison with

this figure of the actual number of admissions of 801,861,97 indicates that on the average 35.7 per cent of the seating capacity was utilized at every performance. Corresponding ratios for earlier years are 32.4 per cent for 1942, 31.0 per cent for 1941, and 30.0 per cent for 1940. The ratio would, of course, be much higher for evening than for afternoon programs. The ratio of actual to potential admissions varied in different localities. For those cities for which separate figures are compiled, the ratio for 1943 was highest in Halifax at 49.6 per cent and was almost as high in Edmonton where it stood at 47.5 per cent. Ratios for other cities include 32.2 per cent for Montreal, 40.9 per cent for Toronto, 31.7 per cent for Winnipeg and 38.1 per cent for Vancouver.

The proportion of single-feature programs shown in motion picture theatres increased slightly from 38.5 per cent in 1942 to 39.4 per cent in 1943. The proportion of single feature programs was highest in Prince Edward Island where all programs were of this type and was lowest in Quebec province where only 22.6 per cent of the programs were single feature while 77.4 per cent were double feature. The proportions of single feature to total programs in 1943 for the other provinces stand at 63.1 per cent for Nova Scotia, 61.6 per cent for New Brunswick, 34.6 per cent for Ontario, 38.3 per cent for Manitoba, 70.1 per cent for Saskatchewan, 57.5 per cent for Alberta, and 40.2 per cent for British Columbia.

Almost 32 per cent of the motion picture theatres used single feature programs only and another 30 per cent used double-feature programs only. The remainder varied between showing single and double feature programs. Admissions to single feature performances numbered 73,879,753 or 35.9 per cent of the total number, while admissions to double feature programs were 131,946,444 or the remaining 64.1 per cent.

The 1,269 motion picture theatres provided employment in some capacity to 10,749 persons of whom 981 were proprietors of independently operated establishments and 9,768 were employees. Of the 981 proprietors, 193 were reported as drawing a stated salary and their salaries totalled \$308,650. There were 788 proprietors who reported themselves as drawing no stated salary. Salaries and wages paid to the 9,768 employees totalled \$8,936,918.

In connection with the survey of motion picture theatres for 1943, each theatre was asked to report the number of feature films which it showed during the year. Although the aggregate of the figures thus reported contain duplications since one film is shown in many theatres; nevertheless, this aggregate figure which stood at 175,679 in 1943 serves to indicate the total usage or market for feature prints. The average usage per theatre for the 1,269 theatres stood at 138. The number of films used varies greatly for different types of theatres, being lowest for the large first run theatres in heavily populated centres and highest for small houses in the theatre districts characterized by double feature programs changing three times per week.

Of the 99 itinerant operators who reported their business for 1943, there were 88 who indicated that they used 16 mm. equipment and 11 who reported the use of 35 mm. equipment. The 88 operators who used the 16 mm. equipment operated for a total of 9,331 days and had 820,389 admissions and \$230,404 receipts. Operators using 35 mm. equipment operated for a total of 1,562 days and had 230,676 admissions and \$78,153 receipts.

Reports secured from 87 film exchanges engaged in supplying films to the theatres show total receipts of \$15,651,277 in 1943, of which \$15,163,355 represents the rental of films, \$339,891 represents revenue from advertising, while \$48,031 receipts were reported from other sources. Film releases reported by the

exchanges for 1943 show a total of 2,020 films released, of which 686 were features, 361 were cartoons, 377 were news reels, and 596 were comprised of other types. Of the 686 feature films released, 557 were produced in the United States, 97 were produced in Great Britain and 32 were produced in other countries.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1936-1943

Province	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.70	2.93	3.02	3.03	3.35	3.63	4.01	5.01	5.61
Prince Edward Island	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35
Nova Scotia	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68
New Brunswick	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53
Quebec	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21
Ontario	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97
Manitoba	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81
Saskatchewan	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31
Alberta	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27
British Columbia	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29

(1) Based on total receipts of regular theatres and itinerant operators (Exclusive of amusement taxes). (2) Based on total receipts of regular theatres and itinerant operators. (Including amusement taxes).

Non-Commercial Films

The statistics quoted above and contained in the tables which follow relate to the showing of motion pictures in the commercial field. In addition to the attendance at these commercial theatres there were about 8,000,000 free admissions to films shown by the National Film Board. Through the courtesy of that Board, the following statistics relating to its operations in 1943 are presented:

The National Film Board utilized the services of 38 film libraries located in the larger urban centres for the storage and distribution of war information and educational 16 mm. films. These film libraries released films for 17,608 non-commercial showings at which the attendance totalled 3,212,209.

In addition there was a total attendance of 1,771,655 at 10,821 showings given in industrial and trade union circuits. Rural circuits operating outside a radius of ten miles from commercial theatres and in connection with schools and agricultural societies had 22,208 showings and an attendance of 3,063,252.

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1936 to 1943	5
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1931 to 1943 ...	5
Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1943	6
Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1942 and 1943 ...	7
Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres, by Provinces and for Selected Cities, 1942 and 1943	9
Table 6.--Employment in Motion Picture Theatres, Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1943	11
Table 7.--Number of Employees Classified According to Number of hours Worked per Week in Theatres Classified According to Amount of Annual Receipts, Canada and the Economic Divisions, 1943	13
Table 8.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1937, 1940, 1942 and 1943 ..	14
Table 9.--Number of Single and Double Feature Performances in Motion Picture theatres, by Provinces, 1942 and 1943	15
Table 10.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, Canada, 1943	16
Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1941 and by Provinces, 1942 and 1943	17
Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1941 and by Provinces, 1942 and 1943	18
Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1943 ...	19
Table 14.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1942 and 1943	20
Table 15.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1943	21

Table 1.--Motion Picture Theatre Receipts by Provinces, 1936 to 1943

Province	Receipts (1)									
	1936	1937	1938	1939	1940	1941	1942	1943		
CANADA	\$ 29,610,300	\$ 32,499,300	\$ 33,635,052	\$ 34,010,115	\$ 37,858,955	\$ 41,369,259	\$ 46,461,097	\$ 52,567,989		
Prince Edward Island	103,200	110,300	108,946	112,158	114,590	141,317	178,490	226,902		
Nova Scotia	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353	3,086,785		
New Brunswick	775,400	821,300	861,792	826,285	995,487	1,102,265	1,336,561	1,611,145		
Quebec	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058	8,236,930	9,347,981	10,734,929		
Ontario	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450	19,140,826	20,753,439	22,689,029		
Manitoba	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991		
Saskatchewan	1,369,500	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,853,486	2,198,985		
Alberta	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,053	3,218,683		
British Columbia	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640		

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1931 to 1943
(1930=100)

Province	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943
CANADA	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6
Prince Edward Island	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5
Nova Scotia	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1
New Brunswick	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4
Quebec	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3
Ontario	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7
Manitoba	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9
Saskatchewan	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7
Alberta	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5
British Columbia	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2

Table 3.—Summary of Motion Picture Statistics, 1930 and 1933 to 1943

Year and Province	No. of theatres	Receipts (1)	Amusement taxes	Paid Admissions	Employees (2)		Salaries and Wages
					Male	Female	
1930	910	38,479,500	—	—	4,641	1,502	6,946,700
1933	765	24,954,200	—	—	3,842	1,396	4,446,200
1934	799	25,280,300	—	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	—	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	—	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	—	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	—	137,976,052	5,422	1,826	5,666,049
1939	1,186	34,010,115	—	138,497,043	5,574	1,903	5,954,796
1940	1,232	37,858,955	—	152,137,277	5,751	1,988	6,363,403
1941	1,244	41,369,259	—	162,546,590	6,225	2,496	7,231,625
1942	1,251	46,461,097	11,713,165	183,735,258	5,698	3,009	8,265,901
CANADA	1,269	52,567,989	13,381,361	205,826,197	5,963	3,805	8,956,918
Prince Edward Island	6	226,902	71,645	814,040	24	20	22,063
Nova Scotia	63	3,086,785	930,484	12,686,539	306	266	429,629
New Brunswick	41	1,611,145	488,041	6,801,445	152	135	221,271
Quebec	222	10,734,929	3,789,772	41,836,471	1,357	640	1,675,557
Ontario	412	22,689,029	4,547,682	87,591,300	2,565	1,507	4,057,464
Manitoba	115	2,845,991	634,355	12,124,058	319	317	439,386
Saskatchewan	155	2,188,885	501,048	8,521,470	325	228	353,496
Alberta	131	3,218,683	926,967	12,208,753	377	184	566,921
British Columbia (3)	124	5,965,640	1,491,367	23,242,121	538	508	1,143,131

- (1) Not including amusement taxes.
 (2) Not including proprietors' or firm members.
 (3) Includes Yukon.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943

Province or City	No. of Theatres		Seating Capacity 1943	Receipts (1)		% Change	Amusement Taxes 1943
	1942	1943		1942	1943		
CANADA	1,251	1,269	709,082	\$ 46,461,097	\$ 52,567,989	+ 13.1	\$ 13,381,361
Prince Edward Island	6	6	3,138	178,480	226,902	+ 27.1	71,645
Nova Scotia	62	63	36,329	2,634,353	3,086,785	+ 17.2	930,484
Halifax	9	9	7,507	1,017,397	1,166,263	+ 14.8	353,404
Sydney	5	5	3,602	293,801	322,265	+ 9.7	98,988
Other Places	48	49	25,220	1,323,155	1,598,257	+ 20.8	478,092
New Brunswick	41	41	21,148	1,336,561	1,611,145	+ 20.5	488,041
Saint John	6	6	5,343	452,160	545,109	+ 20.6	159,242
Moncton	4	4	2,929	319,153	387,297	+ 21.4	115,932
Other Places	31	31	12,876	565,248	678,739	+ 20.1	212,867
Quebec	214	222	139,451	9,347,981	10,734,929	+ 14.8	3,789,772
Montreal (2)	71	71	71,670	6,397,701	7,295,011	+ 14.0	2,578,878
Quebec	11	11	8,427	617,507	751,885	+ 21.8	273,652
Three Rivers	4	4	3,235	160,021	179,339	+ 12.1	62,450
Sherbrooke	3	3	2,655	198,735	214,625	+ 8.0	74,960
St. Jean	3	3	2,224	103,426	109,029	+ 5.4	41,206
Other Places	122	130	51,240	1,870,591	2,185,040	+ 16.8	758,626
Ontario	412	412	283,995	20,753,439	22,689,029	+ 9.3	4,547,682
Toronto	110	110	91,133	7,011,049	7,922,992	+ 13.0	1,582,786
Hamilton	21	21	19,305	1,575,929	1,692,609	+ 7.4	337,890
Ottawa	15	15	13,813	1,309,879	1,416,152	+ 8.1	286,122
London	8	7	6,899	651,997	677,249	+ 3.9	143,228
Windsor	8	8	8,405	922,271	948,389	+ 2.8	190,691
Brantford	4	4	4,062	334,918	346,479	+ 3.5	69,828
Kingston	5	5	4,366	463,971	513,747	+ 10.7	102,823

See footnotes on page 8.

Table 4. Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943- (Cont'd)

Province or City	No. of Theatres		Seating Capacity 1943	Receipts (1)		% Change	Amusement Taxes 1943
	1942	1943		1942	1943		
Ontario--Cont'd							
Other Places	241	242	136,012	8,488,425	9,171,412	+ 8.0	1,834,314
Manitoba	115	115	51,126	2,641,765	2,845,991	+ 7.7	634,355
Winnipeg (3)	41	41	29,926	1,997,825	2,120,454	+ 6.1	480,483
Other Places	74	74	21,200	643,940	725,537	+ 12.7	153,872
Saskatchewan	144	155	51,531	1,833,486	2,188,885	+ 19.4	501,048
Regina	6	6	5,141	475,163	564,826	+ 18.9	145,745
Saskatoon	6	6	4,929	373,239	439,048	+ 17.6	120,542
Other Places	132	143	41,461	985,084	1,185,011	+ 20.3	234,761
Alberta	133	131	49,031	2,665,063	3,218,683	+ 20.8	926,967
Edmonton	11	11	8,489	824,100	1,131,646	+ 37.3	312,744
Calgary	11	11	8,792	915,670	986,807	+ 7.8	275,936
Other Places	111	109	31,750	925,293	1,100,230	+ 18.9	338,287
British Columbia	124	124	73,333	5,069,969	5,965,640	+ 17.7	1,491,367
Vancouver (4)	42	44	38,053	2,909,756	3,374,549	+ 16.0	844,240
New Westminster	5	5	3,419	218,688	257,171	+ 17.6	64,888
Trail	3	3	2,074	101,402	102,181	+ 0.8	25,301
Victoria	6	6	5,020	614,202	700,084	+ 14.0	174,898
Other Places	68	66	24,767	1,225,921	1,531,655	+ 24.9	382,040

(1) Not including amusement taxes.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes St. James, Norwood, and St. Boniface.

(4) Includes North Vancouver and West Vancouver.

Table 5.—Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943

Province or City	Admissions			Potential Admissions 1943	Average Seating Utilized 1943	Average Admission Price (1) 1943
	1942	1943	% Change			
CANADA	183,735,258	205,826,197	+ 12.0	577,271,947	% 35.7	25.5
Prince Edward Island	638,011	814,040	+ 27.6	2,034,560	40.0	27.9
Nova Scotia	10,756,669	12,686,539	+ 17.9	30,097,794	42.2	24.3
Halifax	3,997,570	4,613,154	+ 15.4	9,306,492	49.6	25.3
Sydney	1,226,407	1,295,151	+ 5.6	3,099,600	41.8	24.9
Other places	5,532,692	6,778,234	+ 22.5	17,691,702	38.3	23.6
New Brunswick	5,700,794	6,801,445	+ 19.3	18,443,593	36.9	23.7
Saint John	2,055,551	2,374,818	+ 15.5	6,602,856	36.0	23.0
Moncton	1,235,750	1,471,065	+ 19.0	3,417,912	43.0	26.3
Other places	2,409,493	2,955,562	+ 22.7	8,422,825	35.1	23.0
Quebec	37,300,743	41,836,471	+ 12.2	132,717,140	31.5	25.7
Montreal (2)	25,201,940	27,985,166	+ 11.0	87,002,877	32.2	26.1
Quebec	2,905,343	3,261,227	+ 12.2	9,263,072	35.2	23.1
Three Rivers	639,767	718,250	+ 12.3	3,033,940	23.7	25.0
Sherbrooke	815,471	851,197	+ 4.4	2,679,664	31.8	25.2
St. Jean	382,997	445,488	+ 16.3	1,548,192	28.8	24.5
Other places	7,355,225	8,575,143	+ 16.6	29,189,395	29.4	25.5
Ontario	81,059,775	87,591,300	+ 8.1	241,241,900	36.3	25.9
Toronto	27,295,017	29,526,915	+ 8.2	72,260,354	40.9	26.8
Hamilton	6,341,317	6,620,461	+ 4.4	18,157,932	36.5	25.6
Ottawa	5,256,910	5,705,859	+ 8.5	16,323,132	35.0	24.8
London	2,405,760	2,702,206	+ 12.3	7,729,020	35.0	25.1
Windsor	3,231,153	3,374,347	+ 4.4	9,891,336	34.1	28.1
Brantford	1,419,442	1,458,029	+ 2.7	4,393,272	33.2	23.8

See footnotes on Page 10.

Table 5.—Admissions and Average Attendance for Motion Picture Theatres, by Provinces and for Selected Cities, 1942 and 1943—(Cont'd)

Province or City	Admissions			Potential Admissions 1943	Average Seating Utilized 1943	Average Admission Price (1) 1943
	1942	1943	% Change			
Ontario—(Cont'd)						
Kingston	1,877,135	2,127,867	+ 13.4	5,535,348	38.4	24.1
Other places	33,236,041	36,075,616	+ 8.6	106,951,506	33.7	25.4
Manitoba						
Winnipeg (3)	11,246,218	12,124,058	+ 7.8	36,477,152	33.2	23.5
Other places	8,568,605	9,054,081	+ 5.7	28,580,184	31.7	23.4
Other places	2,677,613	3,069,977	+ 14.7	7,896,968	32.9	23.6
Saskatchewan						
Regina	7,204,864	8,521,470	+ 18.3	26,585,756	32.1	25.7
Saskatoon	1,819,488	2,093,934	+ 15.1	6,275,724	33.4	27.0
Other places	1,532,726	1,799,993	+ 17.4	6,303,472	26.5	24.4
Other places	3,852,650	4,627,543	+ 20.1	13,506,570	34.3	25.6
Alberta						
Edmonton	10,363,279	12,208,753	+ 17.8	31,062,836	39.3	26.4
Calgary	3,204,260	4,234,519	+ 32.2	8,918,208	47.5	26.7
Other places	3,306,304	3,553,011	+ 7.5	10,435,100	34.0	27.3
Other places	3,852,715	4,421,223	+ 14.8	11,709,528	37.8	24.3
British Columbia						
Vancouver (4)	19,464,905	23,242,121	+ 19.4	58,611,206	39.7	25.7
New Westminster	11,431,575	13,471,397	+ 17.8	35,343,908	38.1	25.0
Trail	945,642	1,109,487	+ 17.3	3,262,104	34.0	23.2
Victoria	469,827	508,830	+ 8.3	1,273,056	40.0	20.1
Other places	2,242,438	2,664,038	+ 18.8	6,690,216	39.8	26.4
Other places	4,375,423	5,488,369	+ 25.4	12,041,922	45.6	27.9

(1) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Includes St. James, Norwood and St. Boniface.

(4) Includes North Vancouver and West Vancouver.

(2) Includes Lachine, Verdun, Westmount and Outremont.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1943

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members				Projectionists		
	Propri- etors	Em- ployees		With Salary		Without Salary		No.	Salaries	
				Male	Female	Salaries	Male			Female
1941	994	8,722	7,523,735	148	22	294,606	564	260	1,634	2,652,061
1942	908	8,707	8,511,849	125	32	273,040	516	235	1,580	2,912,558
1943										
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(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1943--(Cont'd)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees		Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	
1941	198	\$ 73,327	192	\$ 210,029	4,201	2,497	\$ 829
1942	157	59,401	153	244,188	3,749	3,068	885
1943							
<u>1943</u>							
Total, All Theatres	150	50,298	121	245,446	4,102	3,805	917
Full-time--(Theatres operated 300 days and over) Total	117	43,564	99	203,909	3,705	3,474	983
Prince Edward Island	2	(x)	1	(x)	12	18	558
Nova Scotia	13	(x)	1	(x)	188	248	811
New Brunswick	9	3,492	-	-	89	132	808
Quebec	26	11,670	32	54,980	932	613	867
Ontario	40	16,548	30	91,844	1,797	1,449	1,013
Manitoba	17	3,569	13	17,178	140	262	913
Saskatchewan	2	1,100	3	5,356	101	136	1,025
Alberta	6	(x)	1	(x)	177	168	1,148
British Columbia	2	850	18	29,775	269	448	1,194
Part-time--(Theatres operated less than 300 days) Total	33	6,734	22	41,537	397	331	351
Prince Edward Island	1	50	-	-	2	2	245
Nova Scotia	4	1,098	-	-	28	18	214
New Brunswick	2	(x)	-	-	6	3	212
Quebec	5	(x)	8	(x)	68	27	463
Ontario	7	1,294	14	(x)	89	58	665
Manitoba	3	(x)	-	-	34	55	172
Saskatchewan	6	647	-	-	89	92	147
Alberta	2	375	-	-	38	16	303
British Columbia	3	603	-	-	43	60	418

(x) Indicates figures are withheld to avoid disclosing individual operations.

Table 7. Number of Employees Classified According to Number of Hours Worked per Week in Theatres Classified According to Amount of Annual Receipts, Canada and the Economic Divisions, 1943

Economic Division and Amount of Annual Sales	Number of Employees (1) Working the Hours Indicated										Average hours worked per week	Total weekly earnings	Average weekly earnings
	5 hours or less		6-10 hours	11-15 hours	16-20 hours	21-30 hours	31-40 hours	41-50 hours	51 hours and over				
	Male	Female											
CANADA, Total	485	433	404	486	1,166	1,165	1,346	615	30.5	146,008	23.94		
Theatres with annual receipts less than \$30,000 --	339	242	371	444	947	794	613	113	26.3	53,282	13.79		
Maritime Provinces ...	29	27	9	6	20	8	4	1	14.9	872	8.38		
Male	17	6	9	16	13	1	-	-	13.9	288	4.65		
Female													
Quebec	37	45	16	21	47	33	23	9	19.4	5,086	22.02		
Male	14	9	10	3	14	6	8	1	19.7	814	12.52		
Female													
Ontario	52	46	43	89	85	75	28	5	21.3	7,493	17.71		
Male	52	20	29	47	37	19	-	-	15.3	2,665	13.06		
Female													
Prairie Provinces	212	107	31	26	46	38	8	3	11.4	7,689	16.32		
Male	119	60	22	26	33	16	1	1	11.1	1,223	4.40		
Female													
British Columbia	46	16	10	14	21	15	9	3	17.0	2,551	19.04		
Male	34	22	12	31	18	8	1	1	14.4	980	7.72		
Female													
Theatres with annual receipts of \$30,000 and over --													
Maritime Provinces ...	11	23	23	28	73	77	100	58	34.4	8,191	20.84		
Male	9	13	52	52	83	62	68	23	28.8	4,287	11.84		
Female													
Quebec	10	50	65	63	157	211	354	246	38.4	30,642	26.51		
Male	10	24	22	30	113	195	153	40	34.0	10,563	17.99		
Female													
Ontario	62	83	165	187	482	443	567	197	32.6	53,179	24.33		
Male	69	57	131	140	446	284	167	27	26.6	18,405	13.93		
Female													
Prairie Provinces	18	34	28	29	117	162	129	67	35.6	15,131	25.91		
Male	13	18	39	47	105	110	123	11	30.5	7,134	15.31		
Female													
British Columbia	8	2	14	23	118	103	124	26	34.3	13,425	32.12		
Male	2	13	45	52	85	93	92	9	29.9	6,642	16.99		
Female													

(1) Includes salaried proprietors.

Table 8. Motion Picture Theatres Classified According to Number of Theatres Under same Ownership, Canada, 1930, 1937, 1940, 1942 and 1943.

Year and Number of Theatres Under same Ownership		Theatres		Receipts		Admissions	
		Number	%	Amount	%	Number	%
1930	Total	918	100.0	39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two and three	92	10.0	6,390,200	16.4	-	-
Four and over	167	18.2	15,967,900	40.8	-	-
1937	Total	1,047	100.0	32,499,300	100.0	134,374,061	100.0
One	569	54.3	9,311,200	28.7	42,805,712	31.9
Two and three	119	11.4	2,784,800	8.5	13,496,573	10.0
Four to nineteen	101	9.7	2,980,900	9.2	13,044,942	9.7
Twenty and over	258	24.5	17,422,400	53.6	65,026,834	48.4
1940	Total	1,232	100.0	37,858,955	100.0	152,137,277	100.0
One	579	47.0	9,701,122	25.6	43,630,965	28.7
Two and three	212	17.2	4,085,878	10.8	19,366,119	12.7
Four to nineteen	148	12.0	4,101,564	10.8	17,519,259	11.5
Twenty and over	293	23.8	19,967,041	52.8	71,621,034	47.1
1942	Total	1,251	100.0	46,461,097	100.0	183,735,258	100.0
One	549	43.9	10,036,559	21.6	43,648,825	23.8
Two and three	199	15.9	3,800,581	8.1	17,322,645	9.4
Four to nineteen	143	11.4	5,049,879	10.9	20,709,885	11.3
Twenty and over	360	28.8	27,574,078	59.4	102,053,903	55.5
1943	Total	1,269	100.0	52,567,989	100.0	205,826,197	100.0
One	561	44.2	13,403,911	25.5	48,945,631	23.8
Two and three	195	15.4	5,731,819	10.9	23,419,261	11.4
Four to nineteen	192	15.1	5,341,280	10.2	30,326,636	14.7
Twenty and over	321	25.3	28,090,979	53.4	103,134,669	50.1

Table 9.—Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1941 and 1942

	1942						1943					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	760,115	100.0	292,950	38.5	467,165	61.5	779,085	100.0	307,294	39.4	471,791	60.3
Prince Edward Island ...	3,070	100.0	3,030	98.7	40	1.3	3,140	100.0	3,140	100.0	-	-
Nova Scotia	41,899	100.0	25,509	60.9	16,390	39.1	43,027	100.0	27,166	63.1	15,861	36.9
New Brunswick	26,943	100.0	16,828	62.5	10,115	37.5	29,357	100.0	18,093	61.6	11,264	38.4
Quebec	158,524	100.0	34,917	22.0	123,607	78.0	163,287	100.0	36,836	22.6	126,451	77.4
Ontario	304,712	100.0	103,114	33.8	201,598	66.2	309,424	100.0	106,953	34.6	202,471	65.4
Manitoba	56,641	100.0	22,170	39.1	34,471	60.9	56,288	100.0	21,566	38.3	34,722	61.7
Saskatchewan	47,003	100.0	32,139	68.4	14,864	31.6	48,008	100.0	33,664	70.1	14,344	29.9
Alberta	50,582	100.0	29,199	57.7	21,383	42.3	52,031	100.0	29,905	57.5	22,126	42.5
British Columbia	70,741	100.0	26,044	36.8	44,697	63.2	74,523	100.0	29,971	40.2	44,552	59.8

Table 10. Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1942

Economic Division	All Theatres		Proportion of Single and Double Feature Performances			
	Number or Amount	%	All Single	50%-99% Single	1% to 49% Single	All Double
			Number or Amount	%	Number or Amount	%
CANADA --						
Number	1,269	100.0	405	31.9	165	13.0
Receipts	\$52,567,989	100.0	10,519,005	20.0	8,881,073	16.9
Admissions	205,823,197	100.0	31,001,473	15.1	37,518,698	18.2
Maritime Provinces--						
Number	110	100.0	48	43.7	10	9.1
Receipts	\$4,924,832	100.0	1,690,932	34.3	622,717	12.6
Admissions	20,302,024	100.0	6,293,061	31.0	2,731,145	13.4
Quebec --						
Number	222	100.0	42	18.9	24	10.8
Receipts	\$10,734,929	100.0	1,726,148	16.1	1,026,225	9.6
Admissions	41,836,471	100.0	4,403,223	10.5	3,601,721	8.6
Ontario --						
Number	412	100.0	36	8.7	74	18.0
Receipts	\$22,689,029	100.0	3,066,044	13.5	4,122,027	18.2
Admissions	87,591,300	100.0	8,367,603	9.6	17,159,449	19.6
Prairie Provinces--						
Number	401	100.0	250	62.4	25	6.2
Receipts	\$8,253,559	100.0	2,807,566	34.0	1,342,899	16.3
Admissions	32,854,281	100.0	9,089,834	27.7	5,955,026	18.1
British Columbia --						
Number	124	100.0	29	23.4	32	25.8
Receipts	\$5,965,640	100.0	1,228,315	20.6	1,767,205	29.6
Admissions	23,242,121	100.0	2,847,752	12.3	8,071,357	34.7

Table 11. Distribution of Theatres According to Average Price of Admission, Canada, 1938-1941, and by Provinces, 1942 and 1943

Province	Total Theatres	Average Price of Admission (1)											
		Less than 20¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 31¢	32¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over
1938	1,133	202	138	150	182	133	90	160	34	34	27	6	11
1939	1,186	207	138	150	170	161	125	152	43	43	25	6	9
1940	1,232	221	162	150	185	155	122	164	40	40	18	5	10
1941	1,244	178	158	161	195	142	128	192	48	48	24	8	10
<u>1942</u>													
CANADA (2)	1,251	65	54	77	137	144	130	333	193	193	69	21	23
Prince Edward Island	6	-	-	-	-	-	2	2	1	1	1	-	-
Nova Scotia	62	1	1	3	5	7	7	23	14	14	1	-	-
New Brunswick	41	1	1	4	5	6	5	13	4	4	1	-	-
Quebec	214	11	10	5	6	14	21	45	59	57	23	1	13
Ontario	412	31	19	32	57	49	44	101	57	57	13	4	5
Manitoba	115	9	5	15	26	25	13	14	5	5	2	-	1
Saskatchewan	144	3	8	8	10	20	20	59	10	10	5	1	-
Alberta	133	4	1	2	14	11	12	52	26	26	10	1	-
British Columbia	124	5	9	8	14	12	6	24	22	22	13	7	4
<u>1943</u>													
CANADA (2)	1,269	56	62	67	139	155	129	138	217	176	83	20	25
Prince Edward Island	6	-	-	-	-	-	1	3	-	1	1	-	-
Nova Scotia	63	1	1	2	3	8	9	10	17	9	3	-	-
New Brunswick	41	1	-	3	6	6	5	9	6	5	-	-	-
Quebec	222	6	11	9	8	8	19	25	34	54	27	9	12
Ontario	412	29	21	33	54	55	42	34	72	44	16	5	7
Manitoba	115	9	8	10	32	29	8	5	6	5	2	-	1
Saskatchewan	155	3	10	9	14	17	21	24	37	14	6	-	-
Alberta	131	1	1	-	9	15	13	19	22	14	17	1	-
British Columbia	124	6	10	1	13	17	11	9	12	24	11	5	5

(1) Total receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.
 (2) Average price for 1942 and 1943 includes amusement taxes.

Table 12. Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1941 and by Provinces, 1942 and 1943.

Province	Total Theatres	Number of Weeks in Operation and Days per Week														
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks			Less than 20 weeks		
		6+		1-2	6+		3-5	1-2	6+		3-5	1-2	6+		3-5	1-2
		Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days
1938	1,133	778	113	242	658	68	83	60	28	83	31	14	63	29	3	13
1939	1,186	805	114	267	701	79	110	60	21	79	20	9	65	24	5	13
1940	1,232	835	117	280	758	84	104	41	20	95	14	8	74	22	5	7
1941	1,244	867	127	250	757	85	102	54	24	82	30	12	62	26	6	4
1942																
CANADA		1,251	883	124	244	824	95	111	37	16	15	5	50	7	8	8
Prince Edward Island ..	6	3	1	2	3	-	1	-	1	1	-	-	-	-	-	-
Nova Scotia	62	48	6	8	46	5	2	2	-	6	-	-	-	-	1	-
New Brunswick	41	32	4	5	31	3	2	-	-	1	1	1	2	-	-	-
Quebec	214	165	28	21	146	17	12	12	5	1	5	2	5	2	4	-
Ontario	412	381	22	9	359	18	8	12	2	1	7	1	-	3	1	-
Manitoba	115	63	12	40	59	11	24	3	1	9	-	-	7	1	-	-
Saskatchewan	144	40	20	84	37	16	34	2	3	24	1	1	22	-	-	4
Alberta	133	62	15	56	61	12	20	1	3	21	-	-	11	-	-	4
British Columbia	124	89	16	19	82	13	8	5	1	8	1	-	3	1	2	-
1943																
CANADA		1,269	901	120	248	846	91	125	34	20	11	5	47	10	4	3
Prince Edward Island ..	6	3	1	2	3	1	1	-	-	1	-	-	-	-	-	-
Nova Scotia	63	49	7	7	48	5	3	-	2	2	1	-	1	-	-	1
New Brunswick	41	32	4	5	30	4	3	-	-	-	-	-	-	-	-	-
Quebec	222	172	27	23	156	19	13	12	3	7	3	2	3	1	3	-
Ontario	412	381	20	11	365	15	9	9	3	2	4	1	-	3	1	-
Manitoba	115	64	15	36	59	11	22	2	3	7	-	1	7	3	-	-
Saskatchewan	155	39	22	94	37	18	41	1	3	29	1	1	23	-	-	1
Alberta	131	65	14	52	62	11	24	3	3	16	-	-	11	-	-	1
British Columbia	124	96	10	18	86	7	9	5	3	7	2	-	2	3	-	-

+ Includes 7-day week operation in the Province of Quebec.

Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1943

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1) \$	Admissions No.	Days in Operation No.	No.	Receipts(1) \$	Admissions No.	Days in Operation No.
CANADA	11	78,153	230,676	1,562	88	230,404	820,389	9,331
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	-	-	-	-	8	36,604	120,772	1,436
New Brunswick	-	-	-	-	-	-	-	-
Quebec	-	-	-	-	12	29,883	85,316	1,158
Ontario	-	-	-	-	28	55,520	189,613	2,314
Manitoba	1	(x)	(x)	(x)	2	(x)	(x)	(x)
Saskatchewan	2	(x)	(x)	(x)	23	58,668	236,579	2,304
Alberta	-	-	-	-	8	24,715	90,468	1,292
British Columbia	6	30,397	92,307	807	7	(x)	(x)	(x)

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however,
included in the totals.

(1) Including amusement taxes.

Table 14. Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1942 and 1943

Province	1942				1943			
	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA	31	13	37	+ 7	20	25	27	+ 18
Prince Edward Island	-	-	-	-	-	-	-	-
Nova Scotia	1	-	-	+ 1	1	1	1	+ 1
New Brunswick	1	1	-	+ 2	-	-	-	-
Quebec	11	-	1	+ 10	8	4	4	+ 8
Ontario	2	2	4	0	-	4	4	0
Manitoba	3	3	2	+ 4	-	2	2	-
Saskatchewan	7	3	11	- 1	8	8	5	+ 11
Alberta	2	2	15	- 11	3	2	7	- 2
British Columbia ...	4	2	4	+ 2	-	4	4	0

(1) Includes community halls in Quebec and the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 15.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1943

Year	No. of Exchanges	No. of Employees		Salaries & Wages		Total Receipts		
		Male	Female	Male	Female	Film Rentals	Advertising	Other Sources
1930	59	372	291	1,074,700		\$	\$	\$
1933	59	331	243	855,800			9,536,200	
1934	60	344	230	923,400			6,797,600	
1935	61	358	249	953,700			7,370,200	
1936	66	377	265	1,011,200			7,404,500	
1937	63	380	256	1,062,900			8,358,900	
1938	62	385	263	1,081,900			9,471,100	
1939	67	414	275	1,125,800			10,218,700	
1940	72	442	296	810,407	413,095		10,315,500	
1941	69	415	347	832,400	434,281	11,445,167	385,504	50,224
1942	78	414	381	1,072,289	401,654	12,368,446	373,349	6,157
1943	87	409	498	1,070,014	614,247	13,892,093	370,740	51,071
						15,163,355	339,891	48,031

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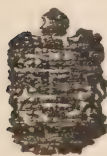
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CANADA

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MERCHANDISING AND SERVICES BRANCH

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(IN CANADA)

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MOTION PICTURE THEATRES IN CANADA, 1944

Summary

Compared with the marked expansion which characterized motion picture theatre attendance and receipts from 1939 to 1943, results now available for 1944 show but slight change from those of the preceding year. There were 1,298 theatres operating in Canada last year and these had 208,167,180 paid admissions. Box office receipts exclusive of amusement taxes amounted to \$53,173,325 while Dominion and provincial amusement taxes collected at motion picture theatres amounted to \$13,555,730. In addition, the 131 itinerant exhibitors who operated in 8 provinces (New Brunswick reported no itinerant operators) had receipts of \$337,225, collected \$67,767 in Dominion and provincial amusement taxes, and reported admissions numbering 1,422,412. Including the receipts secured both by motion picture houses and exhibitors using portable equipment, per capita expenditure in this field of entertainment averaged \$5.61 in 1944, figures for the various provinces standing at \$8.15 for British Columbia, \$6.84 for Ontario, \$6.73 for Nova Scotia, \$5.35 for Alberta, \$4.93 for Manitoba, \$4.51 for New Brunswick, \$4.26 for Quebec, \$3.54 for Saskatchewan, and \$3.41 for Prince Edward Island.

In addition to the above, there were 4 establishments operating in Canada in 1944 as legitimate theatres. These establishments offered 577 presentations of various kinds and had total paid admissions numbering 950,169. Revenue from the sale of tickets for such presentations was \$998,942 with additional amusement taxes of \$224,367.

Minor gains in receipts in 1944 compared with 1943 were reported by all provinces except New Brunswick where box office returns declined by 1 per cent. Number of paid admissions increased only slightly in most provinces and declined 1 per cent in Nova Scotia, New Brunswick and British Columbia. Percentage changes in receipts in 1944 compared with 1943 for the various provinces with corresponding results in admissions in brackets are as follows; Prince Edward Island, +1.6 per cent (+2.3 per cent); Nova Scotia, +1.8 per cent (-0.8 per cent); New Brunswick, -1.0 per cent (-0.9 per cent); Quebec, +7.8 per cent (+3.3 per cent); Ontario, +1.8 per cent (+0.7 per cent); Manitoba, +3.0 per cent (+4.5 per cent); Saskatchewan, +7.3 per cent (+7.3 per cent); Alberta, +5.1 per cent (+5.1 per cent); British Columbia, +0.9 per cent (-1.0 per cent).

Results for the larger urban centres were not uniform. Box office receipts gained 9 per cent in Montreal, 6 per cent in Toronto, and 1 per cent in Regina, but declined by 2 per cent in Halifax, 7 per cent in Saint John, 2 per cent in Winnipeg and 2 per cent in Edmonton. Vancouver receipts remained on a par with 1943.

Potential admissions to motion picture theatres in 1944 totalled 579,489,091, a figure which represents the maximum number of admissions possible if every performance of the program played to a full house in every theatre. The actual number of admissions reported in 1944 was 208,167,180, indicating that on the average only 35.9 per cent of the seating capacity was utilized at every performance. Corresponding ratios for earlier years were 35.7 per cent for 1943, 32.4 per cent for 1942, 31.0 per cent for 1941, and 30.0 per cent for 1940. For those cities for which separate figures are compiled, the ratio for 1944 was highest in Halifax at 47.5 per cent and was almost as high in Edmonton where it stood at 47.3 per cent. Ratios for other cities include 35.9 per cent for Saint John, 32.5 per cent for Montreal, 41.7 per cent for Toronto, 32.7 per cent for Winnipeg, 34.9 per cent for Regina and 37.5 per cent for Vancouver. These ratios are based upon the total figures for each theatre including morning, matinee and evening performances. Ratios of actual to potential admissions for evening performances alone would of course be considerably higher.

The proportion of single-feature programs shown in motion picture theatres increased slightly from 39.6 per cent in 1943 to 40.4 per cent in 1944. All programs shown in motion picture houses in Prince Edward Island were single features. All other provinces showed both single- and double-feature programs, the proportion of single-feature programs being lowest in Quebec province where only 23.3 per cent of the programs were single features while 76.7 were double features. The proportions of single-feature to total programs in 1944 for the other provinces stand at 71.4 for Saskatchewan, 65.2 for Nova Scotia, 65.1 for New Brunswick, 55.7 for Alberta, 40.2 for British Columbia, 39.0 for Manitoba, and 35.3 for Ontario.

Approximately 28 per cent of the motion picture theatres in Canada used single-feature programs only and these establishments realized 16 per cent of the total number of paid admissions. On the other hand, some 27 per cent of the motion picture houses showed all double-feature programs and in turn played to 39 per cent of the motion picture theatre attendance. The remaining 45 per cent of the theatres used both single- and double-bill performances and these catered to approximately 45 per cent of the people attending motion picture establishments.

The 1,298 motion picture theatres operating in 1944 provided employment for 10,115 employees whose total salaries and wages for the year amounted to \$9,380,731. Average salary per employee was \$927. In addition there were 1,036 proprietors of independently operated establishments actively engaged in operating theatres. Proprietors receiving a stated salary numbered 264 and reported withdrawals of \$404,545 while 772 proprietors reported themselves as drawing no stipulated salary.

Theatres classified according to ownership show 524 motion picture establishments, or 40.4 per cent of the total, operated by firms owning 4 or more units, thereby constituting a chain company. Chain theatres realized 74.6 per cent of the total receipts and 68.0 per cent of the total admissions in 1944. This compares with chain operations of the previous year when 513 chain theatres or 40.6 per cent of the total number, had 64.8 per cent of the receipts and accounted for 65.2 per cent of the admissions. Proprietors with only one unit operated 595 theatres, or 45.8 per cent of the total, realizing 15.3 per cent of the receipts and 21.8 per cent of the admissions. In 1943 singly operated theatres numbered 557, or 44.0 per cent of the total, with box office receipts and admissions amounting to 24.1 per cent and 23.4 per cent respectively of the totals for that year. There were 179, or 13.8 per cent,

classified as multiple theatres, that is, 2 or 3 establishments under the same ownership. Receipts of such houses were 10.1 per cent of the total and admissions 10.2 per cent. In the 1943 analysis, there were 195, or 15.4 per cent multiple theatres accounting for 11.1 per cent of the receipts and 11.4 per cent of the admissions. While the proportion of theatres in each category has remained fairly constant between the two years, there has been a shift in the percentage distribution of receipts and admissions from the singly operated theatres to those in the chain group.

When classified according to the average price of admission, theatres vary between wide limits, a result which may be attributed in considerable measure to the varying proportions of juvenile and adult attendance at different houses. The average price of admission for all theatres was 25.6 cents. There were 30.6 per cent of the 1,298 theatres with an admission charge ranging from 32 to 39 cents, and 12.6 per cent had an entrance fee of 30 or 31 cents. Theatres charging less than 30 cents formed 46.9 per cent of the total, while 9.9 per cent had an average admission price exceeding 40 cents.

In connection with the survey of motion picture theatres for 1944, each theatre was requested to state the number of feature films which it showed during the year. Obviously, the aggregate figure thus reported by all theatres contains duplications since one film is re-rented many times throughout a year. Nevertheless, the 181,720 feature films reported shown during 1944 represents the demand or potential market for feature prints. The average usage per theatre for the 1,298 theatres stood at 140. The number of feature films presented in a year varies for different types of theatres. First-run houses in large urban centres may change their feature presentation only weekly and thus require relatively few prints. On the other hand, smaller theatres in less densely populated areas, accustomed to presenting double-feature bills and often changing programs two or three times a week would require a greater number of feature films.

Itinerant operators were more numerous in 1944 than in 1943 and their receipts exceeded those of the previous year by \$96,445. There were 116 exhibitors who used 16 mm. equipment and these had receipts of \$286,008, collected amusement taxes amounting to \$56,556 and reported 1,189,223 paid admissions. The 15 operators using 35 mm. portable equipment reported \$51,217 receipts, \$11,211 collected in amusement taxes and 233,190 admissions.

There were 23 film exchanges operating in Canada in 1944 and these maintained 88 distributing offices. Rentals of 35 mm. films brought a revenue of \$15,548,894 while receipts for 16 mm. film rentals was \$967,179. Film exchanges reported \$346,636 receipts from advertising and \$95,765 from other sources. New releases reported by the exchanges show a total of 1,979 films released in 1944, of which 924 were features, 199 cartoons, 406 news reels, and 450 comprised of other types. Of the 924 feature films released, 806 were produced in the United States, 84 in Great Britain and 34 in other countries. Film exchanges provided employment for 910 persons in 1944 with a pay-roll of \$1,844,197.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1936-1944

Province	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.70	2.93	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61
Prince Edward Island ..	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41
Nova Scotia	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68	6.73
New Brunswick	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51
Quebec	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26
Ontario	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84
Manitoba	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93
Saskatchewan	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54
Alberta	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35
British Columbia	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15

(1) Based on total receipts of regular theatres and itinerant operators (Exclusive of amusement taxes). (2) Based on total receipts of regular theatres and itinerant operators. (Including amusement taxes).

Non-Commercial Films

The statistics quoted in the foregoing paragraphs and the data contained in the tables which follow relate to the showing of motion pictures in the commercial field. In addition to these attendances at commercial playhouses, there were about 6,400,000 free admissions to films shown by the National Film Board. Through the courtesy of that Board, the following statistics relating to its operations in 1944 are presented;

The National Film Board operated 85 rural circuits in Canada with an attendance of approximately 3,000,000. Many of these performances were held in schools for students. In addition there was an attendance of about 3,400,000 at 24,852 showings given in industrial and trade union circuits.

The Board has established 40 regional libraries situated in the nine provinces and these are maintained for the storage and distribution of 16 mm. films of a documentary nature.

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1937 to 1944	6
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1932 to 1944 ...	6
Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1944	7
Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1943 and 1944 ..	8
Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres, by Provinces and for Selected Cities, 1943 and 1944	10
Table 6.--Employment in Motion Picture Theatres, Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1944	12
Table 7.--Number of Employees Classified According to Number of hours Worked per Week in Theatres Classified According to Amount of Annual Receipts, Canada and the Economic Divisions, 1944	14
Table 8.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940, 1942, 1943 and 1944 ..	15
Table 9.--Number of Single and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1943 and 1944	16
Table 10.--Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Economic Divisions, Canada, 1944	17
Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1942 and by Provinces, 1943 and 1944	18
Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1942 and by Provinces, 1943 and 1944	19
Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1944 ...	20
Table 14.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1943 and 1944	21
Table 15.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1944	22

Table 1.--Motion Picture Theatre Receipts by Provinces, 1937 to 1944

Province	Receipts (1)									
	1937	1938	1939	1940	1941	1942	1943	1944		
CANADA	\$ 32,163,000	\$ 33,346,182	\$ 33,696,244	\$ 37,474,122	\$ 40,795,897	\$ 45,719,911	\$ 51,484,611	\$ 53,173,325		
Prince Edward Island	110,300	108,946	112,158	114,590	141,317	178,480	226,902	230,550		
Nova Scotia	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049		
New Brunswick	821,300	861,792	826,285	995,487	1,102,265	1,336,561	1,611,145	1,595,130		
Quebec	6,606,000	6,755,413	6,879,509	7,366,334	8,047,022	8,959,885	10,187,152	10,983,139		
Ontario	14,264,400	15,056,200	15,087,239	17,087,341	18,757,372	20,400,349	22,153,428	22,542,943		
Manitoba	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435		
Saskatchewan	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726		
Alberta	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994		
British Columbia	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359		

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1932 to 1944
(1930=100)

Province	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944
CANADA	74.7	64.9	65.8	70.6	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6	141.1
Prince Edward Island	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5	122.4
Nova Scotia	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1	173.2
New Brunswick	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4	145.9
Quebec	79.1	66.4	64.2	69.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3	139.4
Ontario	80.5	68.9	71.0	73.4	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7	145.3
Manitoba	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9	108.0
Saskatchewan	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7	118.8
Alberta	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5	145.6
British Columbia	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2	144.5

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1944

Year and Province	No. of Theatres	Receipts(1)	Amusement Taxes	Paid Admissions	Employees (2)		Salaries and Wages
					Male	Female	
1930	907	38,479,500	-	-	4,546	1,475	6,811,300
1933	762	24,954,200	-	-	3,822	1,378	4,433,500
1934	796	25,338,100	-	107,354,509	4,224	1,341	4,277,000
1935	859	27,173,400	-	117,520,795	4,553	1,436	4,798,900
1936	956	29,610,300	-	126,913,547	4,917	1,536	4,906,100
1937	1,044	32,499,300	-	133,668,450	5,240	1,631	5,560,900
1938	1,130	33,635,052	-	137,381,280	5,354	1,813	5,621,505
1939	1,183	34,010,115	-	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,858,955	-	151,590,799	5,691	1,979	6,330,982
1941	1,240	41,369,259	-	161,677,731	6,121	2,487	6,173,553
1942	1,247	46,461,097	11,557,262	182,845,765	5,655	2,990	8,205,140
1943	1,265	52,567,989	13,159,883	204,677,550	5,904	3,765	8,882,425
1944							
CANADA	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
Prince Edward Island	7	230,550	71,039	832,898	28	19	26,156
Nova Scotia	64	3,141,049	936,892	12,581,578	297	271	448,235
New Brunswick	41	1,595,130	487,978	6,741,791	154	141	232,557
Quebec	225	10,983,139	3,880,458	42,631,023	1,440	669	1,799,563
Ontario	409	22,542,943	4,494,549	87,722,281	2,518	1,561	4,142,272
Manitoba	115	2,930,435	660,395	12,664,720	333	332	497,613
Saskatchewan	167	2,347,726	542,197	9,145,555	389	253	388,169
Alberta	144	3,383,994	944,074	12,826,428	402	217	612,852
British Columbia (3)	126	6,018,359	1,538,148	23,020,906	557	554	1,233,514

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1943 and 1944

Province or City	No. of Theatres		Seating Capacity 1944	Receipts (1)		% Change	Amusement Taxes 1944
	1943	(5) 1944		1943	1944		
CANADA	1,265	1,298	712,998	51,484,611	53,173,325	+ 3.3	13,555,730
Prince Edward Island	6	7	3,286	226,902	230,550	+ 1.6	71,039
Nova Scotia	63	64	35,395	3,086,785	3,141,049	+ 1.8	936,892
Halifax	9	9	7,481	1,166,263	1,143,541	- 1.9	347,184
Sydney	5	5	3,602	322,265	323,068	+ 0.2	100,199
Other Places	49	50	24,312	1,598,257	1,674,440	+ 4.8	489,509
New Brunswick	41	41	20,905	1,611,145	1,595,130	- 1.0	487,978
Saint John	6	6	5,083	545,109	504,898	- 7.4	155,359
Moncton	4	4	2,929	387,297	373,641	- 3.5	108,648
Other Places	31	31	12,893	678,739	716,591	+ 5.6	223,961
Quebec	220	225	142,413	10,187,152	10,983,139	+ 7.8	3,880,458
Montreal (2)	69	70	71,774	6,747,234	7,356,989	+ 9.0	2,615,965
Quebec	11	12	9,055	751,885	798,138	+ 6.2	290,782
Three Rivers	4	4	3,235	179,339	198,130	+10.5	68,925
Sherbrooke	3	3	2,657	214,625	194,088	- 9.6	76,818
St. Jean	3	3	2,224	109,029	134,567	+23.4	45,907
Other Places	130	133	53,468	2,185,040	2,301,227	+ 5.3	782,061
Ontario	410	409	278,901	22,153,428	22,542,943	+ 1.8	4,494,549
Toronto	108	112	89,257	7,387,391	7,806,179	+ 5.7	1,565,120
Hamilton	21	21	19,304	1,692,609	1,614,388	- 4.6	323,920
Ottawa	15	15	13,813	1,416,152	1,439,192	+ 1.6	289,652
London	7	7	6,899	677,249	724,040	+ 6.9	144,831
Windsor	8	8	8,452	948,389	911,548	- 3.9	182,902
Brantford	4	4	4,062	346,479	338,727	- 2.2	69,060
Kingston	5	5	4,272	513,747	501,169	- 2.4	95,745
Other Places	242	237	132,842	9,171,412	9,207,700	+ 0.4	1,823,319

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1943 and 1944--(Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1944	Receipts (1)			% Change	Amusement Taxes 1944
				(5)				
	1943	1944		1943	1944			
Manitoba	115	115	51,736	2,845,991	2,930,435	+ 3.0	660,395	
	41	43	31,132	2,120,454	2,076,060	- 2.1	508,272	
	74	72	20,604	725,537	854,375	+17.8	152,123	
Saskatchewan	155	167	54,142	2,188,885	2,347,726	+ 7.3	542,197	
	6	6	5,141	564,826	572,629	+ 1.4	150,500	
	6	6	4,938	439,048	443,445	+ 1.0	126,054	
	143	155	44,063	1,185,011	1,331,652	+12.4	265,643	
Alberta	131	144	52,169	3,218,683	3,383,994	+ 5.1	944,074	
	11	11	8,475	1,131,646	1,106,251	- 2.2	308,063	
	11	11	8,792	986,807	1,023,324	+ 3.7	285,568	
	109	122	34,902	1,100,230	1,254,419	+14.0	350,443	
British Columbia	124	126	74,051	5,965,640	6,018,359	+ 0.9	1,538,148	
	44	42	37,313	3,374,549	3,375,344	0.0	838,858	
	5	5	3,419	257,171	274,531	+ 6.8	68,334	
	3	3	2,074	102,181	91,330	-10.6	22,648	
	6	6	5,020	700,084	662,085	- 5.4	137,699	
	66	70	26,225	1,531,655	1,615,069	+ 5.4	470,609	

(1) Not including amusement taxes.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes St. James, Norwood, and St. Boniface.

(4) Includes North Vancouver and West Vancouver.

(5) 1943 figures have been adjusted to exclude legitimate theatres operating in Canada.

Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1943 and 1944

Province or City	Admissions			Potential Admissions 1944	Average Capacity Utilized 1944	Average Admission Price (1) 1944
	1943 (5)	1944	% Change			
CANADA	204,825,488	208,167,180	+ 1.6	579,489,091	35.9	25.6
Prince Edward Island	814,040	832,898	+ 2.3	2,007,236	41.5	27.7
Nova Scotia	12,686,539	12,581,578	- 0.8	30,611,172	41.1	25.0
Halifax	4,613,154	4,402,914	- 4.6	9,275,292	47.5	26.0
Sydney	1,295,151	1,289,756	- 0.4	3,142,656	41.0	25.0
Other Places	6,778,234	6,888,908	+ 1.6	18,193,224	37.9	24.3
New Brunswick	6,801,445	6,741,791	- 0.9	18,710,975	36.0	23.7
Saint John	2,374,818	2,255,871	- 5.0	6,278,376	35.9	22.4
Moncton	1,471,065	1,406,585	- 4.4	3,942,744	35.7	26.6
Other Places	2,955,562	3,079,335	+ 4.2	8,489,855	36.3	23.3
Quebec	41,275,766	42,631,023	+ 3.3	133,279,106	32.1	25.8
Montreal (2)	27,424,461	28,161,261	+ 2.7	86,656,286	32.5	26.1
Quebec	3,261,227	3,413,968	+ 4.7	8,746,662	39.0	23.4
Three Rivers	718,250	784,832	+ 9.3	3,033,940	25.9	25.2
Sherbrooke	851,197	848,646	- 0.3	2,643,732	32.1	22.9
St. Jean	445,488	478,950	+ 7.5	1,983,800	24.1	28.0
Other Places	8,575,143	8,943,366	+ 4.3	30,214,686	29.6	25.7
Ontario	87,151,296	87,722,281	+ 0.7	239,436,524	36.6	25.7
Toronto	29,086,911	30,079,368	+ 3.4	72,096,254	41.7	26.0
Hamilton	6,620,461	6,323,641	- 4.5	18,241,276	34.7	25.5
Ottawa	5,705,859	5,905,055	+ 3.5	16,348,440	36.1	24.4
London	2,702,206	2,702,097	0.0	7,729,020	35.0	26.8
Windsor	3,374,347	3,346,193	- 0.8	10,083,840	33.2	27.2
Brantford	1,458,029	1,404,960	- 3.6	4,393,272	32.0	24.1
Kingston	2,127,867	2,031,118	- 4.5	5,525,364	36.8	24.7
Other Places	36,075,616	35,929,849	- 0.4	105,019,058	34.2	25.6

Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1943 and 1944--(Cont'd.)

Province or City	Admissions		% Change	Potential Admissions 1944	Average Capacity Utilized 1944	Average Admission Price (1) 1944
	1943 (5)	1944				
Manitoba	12,124,058	12,664,720	+ 4.5	37,014,544	34.2	23.1
Winnipeg (3)	9,064,081	9,554,802	+ 5.5	29,249,792	32.7	21.7
Other Places	3,069,977	3,109,918	+ 1.3	7,764,752	40.1	27.5
Saskatchewan	8,521,470	9,145,555	+ 7.3	27,527,629	33.2	25.7
Regina	2,093,934	2,147,358	+ 2.6	6,158,100	34.9	26.7
Saskatoon	1,799,993	1,835,163	+ 2.0	7,025,928	26.1	24.2
Other Places	4,627,543	5,163,034	+11.6	14,343,601	36.0	25.8
Alberta	12,208,753	12,826,428	+ 5.1	31,231,265	41.1	26.4
Edmonton	4,234,519	4,250,178	+ 0.4	8,982,012	47.3	26.0
Calgary	3,553,011	3,659,102	+ 3.0	10,435,260	35.1	28.0
Other Places	4,421,223	4,917,148	+11.2	11,813,993	41.6	25.5
British Columbia	23,242,121	23,020,906	- 1.0	59,670,640	38.7	26.2
Vancouver (4)	13,471,397	13,265,727	- 1.5	35,415,915	37.5	25.4
New Westminster	1,109,487	1,163,570	+ 4.9	3,272,880	35.6	23.6
Trail	508,830	425,441	-16.4	1,087,464	39.1	21.5
Victoria	2,664,038	2,434,853	- 8.6	6,690,216	36.4	27.2
Other Places	5,488,369	5,731,315	+ 4.4	13,204,165	43.4	28.2

(1) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes St. James', Norwood and St. Boniface.

(4) Includes North Vancouver and West Vancouver.

(5) 1943 figures have been adjusted to exclude legitimate theatres operating in Canada.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1944

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll	Proprietors, Firm and Family Members				Projectionists		
	Proprietors	Em- ployees		With Salary		Without Salary		No.	Salaries	
				Male	Female	Salaries	Male			Female
1941	994	8,722	7,523,735	148	22	294,606	564	260	1,634	2,652,061
1942	908	8,707	8,511,849	125	32	273,040	516	235	1,580	2,912,558
1943	981	9,768	9,265,768	139	54	308,850	530	258	1,590	3,043,459
1 9 4 4										
Total, All Theatres	1,036	10,115	9,785,276	186	78	404,545	506	266	1,656	3,199,178
Full-time--(Theatres operated 300 days & over)										
Total	499	9,038	9,397,035	149	59	376,886	201	90	1,378	3,028,937
Prince Edward Island	1	37	24,098	-	-	-	1	-	3	5,008
Nova Scotia	17	499	446,199	8	-	19,360	7	2	66	108,145
New Brunswick	18	274	246,091	5	4	18,317	4	5	38	61,919
Quebec	122	1,989	1,858,580	42	12	108,426	48	20	267	432,529
Ontario	193	3,929	4,178,573	48	25	113,651	85	35	557	1,388,997
Manitoba	28	529	493,394	11	2	24,613	12	3	82	168,528
Saskatchewan	29	310	339,705	9	3	18,189	12	5	67	127,816
Alberta	56	505	616,510	16	6	32,138	21	13	116	238,958
British Columbia	35	966	1,193,885	10	7	42,192	11	7	182	497,037
Part-time--(Theatres operated less than 300 days)										
Total	537	1,077	388,241	37	19	27,659	305	176	278	170,241
Prince Edward Island	2	10	2,058	-	-	-	1	1	3	(x)
Nova Scotia	24	69	22,826	3	2	1,630	13	6	9	6,837
New Brunswick	11	21	5,887	2	-	(x)	7	2	7	2,783
Quebec	69	120	53,346	6	4	3,937	40	19	37	23,951
Ontario	43	150	81,980	5	-	4,630	25	13	31	36,644
Manitoba	88	136	31,648	1	4	2,816	48	35	32	13,586
Saskatchewan	162	312	69,315	7	3	2,662	91	61	77	25,860
Alberta	100	114	37,558	9	1	9,078	60	30	41	20,459
British Columbia	38	145	83,623	4	5	1,802	20	9	41	39,006

(x) Indicates figures have been withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1944--(Cont'd.)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees			Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	Salaries and Wages	
1941	198	73,327	192	210,029	4,201	2,497	4,293,712	829
1942	157	59,401	153	244,188	3,749	3,068	5,022,662	885
1943	150	50,298	121	245,446	4,102	3,805	5,617,715	917
1 9 4 4								
Total, All Theatres	200	65,134	109	214,865	4,133	4,017	5,901,554	927
Full-time--(Theatres oper- ated 300 days and over)								
Total	140	56,069	109	214,865	3,764	3,647	5,720,278	998
Prince Edward Island ...	1	(x)	1	(x)	16	13	16,139	651
Nova Scotia	14	(x)	1	(x)	176	242	310,500	855
New Brunswick	12	5,251	-	-	88	136	160,604	831
Quebec	33	15,309	45	80,660	993	651	1,221,656	880
Ontario	45	19,808	28	81,537	1,788	1,511	2,574,580	1,035
Manitoba	15	3,403	12	10,967	146	274	285,883	886
Saskatchewan	6	2,729	3	5,612	99	135	185,359	1,037
Alberta	11	(x)	1	(x)	181	196	342,111	1,157
British Columbia	3	419	18	30,791	277	486	623,446	1,192
Part-time--(Theatres oper- ated less than 300 days)								
Total	60	9,065	-	-	369	370	181,276	335
Prince Edward Island ...	1	(x)	-	-	3	3	893	206
Nova Scotia	4	1,300	-	-	27	29	13,059	307
New Brunswick	2	(x)	-	-	7	5	1,498	228
Quebec	10	1,646	-	-	55	18	23,812	412
Ontario	8	1,713	-	-	61	50	38,993	516
Manitoba	5	733	-	-	41	58	14,513	212
Saskatchewan	21	2,164	-	-	96	118	38,629	214
Alberta	6	561	-	-	46	21	7,460	250
British Columbia	3	396	-	-	33	68	42,419	564

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 7.--Number of Employees Classified According to Number of Hours Worked per Week in Theatres Classified According to Amount of Annual Receipts, Canada and the Economic Divisions, 1944

Economic Division and Amount of Annual Sales	Number of Employees (1) Working the Hours Indicated										Average hours worked per week	Total weekly earnings	Average weekly earnings						
	5 hours or less		6-10 hours		11-15 hours		16-20 hours		21-30 hours					31-40 hours		41-50 hours		51 hours and over	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female				Male	Female	Male	Female	Male	Female
CANADA, Total	568	490	376	256	239	189	739	703	1,215	978	1,459	367	29.4	131,479	22.13	13.37			
Theatres with annual receipts less than \$30,000 --																			
Maritime Provinces	31	24	33	8	12	10	9	10	11	12	1	1	14.0	1,001	9.10	5.40			
													14.1	389					
Quebec	79	30	41	7	23	4	20	11	31	19	24	13	18.7	3,211	12.84	7.99			
												2	18.7	623					
Ontario	63	71	41	29	27	29	72	61	84	83	20	2	21.2	6,692	17.07	7.05			
												2	15.4	1,846					
Prairie Provinces	238	209	97	61	31	34	22	28	50	28	12	9	12.5	5,014	10.30	4.87			
												1	10.9	1,898					
British Columbia	35	34	15	33	16	14	12	22	27	10	4	-	16.2	1,957	16.45	8.43			
												-	13.9	1,138					
Theatres with annual receipts of \$30,000 and over --																			
Maritime Provinces	16	18	29	20	14	31	28	49	70	89	116	22	32.3	8,374	21.81	11.57			
												2	26.4	4,050					
Quebec	31	14	42	22	37	12	68	63	121	212	352	238	38.8	22,276	20.23	13.32			
												26	34.0	8,338					
Ontario	54	66	45	46	59	31	382	291	566	304	641	35	30.7	52,679	25.25	13.35			
												11	26.6	17,971					
Prairie Provinces	15	19	23	19	14	11	83	78	116	135	154	42	32.7	15,409	26.48	14.59			
												10	29.0	7,119					
British Columbia	6	5	10	11	6	13	43	90	139	86	135	5	32.1	14,866	34.57	16.06			
												1	28.7	6,551					

Table 8.--Motion Picture Theatres Classified According to Number of Theatres Under same Ownership, Canada, 1930, 1940, 1942, 1943 and 1944.

Year and Number of Theatres Under same Ownership		Theatres		Receipts		Admissions	
		Number	%	Amount \$	%	Number	%
1930	Total	915	100.0	38,130,100	100.0	-	-
One		656	71.7	15,772,000	41.4	-	-
Two and three		92	10.1	6,390,200	16.7	-	-
Four and over		167	18.2	15,967,900	41.9	-	-
1940	Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One		576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three		212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen		148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over		293	23.8	19,967,041	53.3	71,621,034	47.2
1942	Total	1,247	100.0	45,719,911	100.0	182,845,765	100.0
One		545	43.7	9,295,373	20.3	42,759,332	23.4
Two and three		199	16.0	3,800,581	8.3	17,322,645	9.5
Four to nineteen		143	11.5	5,049,879	11.1	20,709,885	11.3
Twenty and over		360	28.8	27,574,078	60.3	102,053,903	55.8
1943	Total	1,265	100.0	51,484,611	100.0	204,677,550	100.0
One		557	44.0	12,420,533	24.1	47,796,984	23.4
Two and three		195	15.4	5,731,819	11.1	23,419,261	11.4
Four to nineteen		192	15.2	5,241,280	10.2	30,326,636	14.8
Twenty and over		321	25.4	28,090,979	54.6	103,134,669	50.4
1944	Total	1,298	100.0	53,173,325	100.0	208,167,180	100.0
One		595	45.8	8,138,855	15.3	45,363,046	21.8
Two and three		179	13.8	5,346,022	10.1	21,256,784	10.2
Four to nineteen		201	15.5	9,247,363	17.4	37,699,189	18.1
Twenty and over		323	24.9	30,441,085	57.2	103,848,161	49.9

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 9.--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1943 and 1944

	(1)						1 9 4 4		
	1 9 4 3		1 9 4 3		1 9 4 3		1 9 4 4		
	Total Performances Number	Single- Feature Number	%	Double- Feature Number	%	Total Performances Number	Single- Feature Number	Double- Feature Number	
CANADA	777,813	308,022	39.6	471,791	60.4	784,781	316,449	468,332	
Prince Edward Island ...	3,140	3,140	100.0	-	-	3,098	3,098	-	
Nova Scotia	43,027	27,163	63.1	15,861	36.9	44,364	28,929	15,435	
New Brunswick	29,357	18,093	61.6	11,264	38.4	29,926	19,487	10,439	
Quebec	162,543	36,092	22.2	126,451	77.8	164,540	38,403	126,137	
Ontario	308,896	106,425	34.5	202,471	65.5	305,399	107,907	197,492	
Manitoba	56,283	21,566	38.3	34,722	61.7	56,776	22,123	34,653	
Saskatchewan	48,008	33,664	70.1	14,344	29.9	50,508	36,053	14,455	
Alberta	52,031	29,905	57.5	22,126	42.5	52,301	29,385	23,416	
British Columbia	74,523	29,971	40.2	44,552	59.8	77,369	31,064	46,305	

(1) Figures for 1943 have been adjusted to exclude legitimate theatres operating in Canada.

Table 10.--Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Economic Divisions, Canada, 1944

Economic Division	Proportion of Single- and Double Feature Performances									
	All Theatres		All Single		50%-99% Single		1% to 49% Single		All Double	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
CANADA --										
Number	1,298	100.0	366	28.2	387	29.8	197	15.2	348	26.8
Receipts	\$53,173,325	100.0	10,126,059	19.0	13,326,988	25.1	11,140,204	21.0	18,580,074	34.9
Admissions	208,167,180	100.0	33,176,664	15.9	47,549,471	22.9	45,373,015	21.8	82,068,030	39.4
Maritime Provinces										
Number	112	100.0	51	45.5	40	35.7	11	9.8	10	9.0
Receipts	\$4,966,729	100.0	1,360,177	37.4	1,836,678	37.0	649,255	13.1	620,619	12.5
Admissions	20,156,267	100.0	6,811,190	33.8	7,538,914	37.4	3,015,077	15.0	2,791,096	13.8
Quebec --										
Number	225	100.0	34	15.1	55	24.4	26	11.6	110	48.9
Receipts	\$10,983,139	100.0	1,389,952	12.7	1,397,963	12.7	1,435,687	13.1	6,759,537	61.5
Admissions	42,631,023	100.0	3,799,014	8.9	4,753,214	11.1	4,935,462	11.6	29,143,333	68.4
Ontario --										
Number	409	100.0	32	7.8	131	32.0	90	22.0	156	38.2
Receipts	\$22,542,943	100.0	3,063,774	13.6	6,720,535	29.8	4,922,127	21.8	7,836,507	34.8
Admissions	87,722,281	100.0	9,632,592	11.0	22,903,709	26.1	20,577,293	23.5	34,608,687	39.4
Prairie Provinces										
Number	426	100.0	221	51.8	123	28.9	34	8.0	48	11.3
Receipts	\$8,662,155	100.0	2,912,101	33.6	1,827,936	21.1	1,779,680	20.5	2,142,438	24.8
Admissions	34,636,703	100.0	10,189,761	29.4	7,106,685	20.5	7,155,103	20.7	10,185,154	29.4
British Columbia--										
Number	126	100.0	28	22.2	38	30.2	36	28.6	24	19.0
Receipts	\$6,018,359	100.0	900,055	15.0	1,543,876	25.6	2,353,455	39.1	1,220,973	20.3
Admissions	23,020,906	100.0	2,744,117	11.9	5,246,949	22.8	9,690,080	42.1	5,339,760	23.2

Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1942, and by Provinces, 1943 and 1944

Province	Total Theatres	Average Price of Admission (1)											
		Less than 20¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 31¢	32¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over
1938	1,130	202	138	150	182	133	90	160	34	34	27	6	8
1939	1,183	207	138	150	170	161	125	152	43	43	25	6	6
1940	1,229	221	162	150	185	155	122	164	40	40	18	5	7
1941	1,240	178	158	161	195	142	128	192	48	48	24	8	6
1942	1,247	65	54	77	137	144	130	333	198	198	69	21	19
1943													
1944													
CANADA (2)	1,265	56	62	67	139	155	129	138	217	178	83	20	21
Prince Edward Island	6	-	-	-	-	-	1	3	1	1	1	-	-
Nova Scotia	63	1	1	2	3	8	9	10	9	9	3	-	-
New Brunswick	41	1	-	3	6	6	5	9	6	5	-	-	-
Quebec	220	6	11	9	8	8	19	25	34	54	27	9	10
Ontario	410	29	21	33	54	55	42	34	72	44	16	5	5
Manitoba	115	9	8	10	32	29	8	5	6	5	2	-	1
Saskatchewan	155	3	10	9	14	17	21	24	37	14	6	-	-
Alberta	131	1	1	-	9	15	13	19	33	32	17	1	-
British Columbia	124	6	10	1	13	17	11	9	12	24	11	5	5
1943													
1944													
CANADA (2)	1,298	55	57	76	127	159	138	163	198	197	85	20	23
Prince Edward Island	7	1	-	-	-	1	2	1	-	-	2	-	-
Nova Scotia	64	2	1	3	3	7	6	9	19	12	2	-	-
New Brunswick	41	2	-	2	3	7	9	6	7	4	1	-	-
Quebec	225	8	6	10	9	10	23	27	27	57	28	9	11
Ontario	409	24	21	35	49	71	37	33	67	48	15	5	4
Manitoba	115	9	7	12	27	22	17	10	3	3	4	-	1
Saskatchewan	167	5	10	9	12	15	23	31	32	23	5	-	2
Alberta	144	-	4	-	11	6	16	33	31	25	16	2	-
British Columbia	126	4	8	5	13	20	5	13	12	25	12	4	5

(1) Total receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

(2) Average price for 1943 and 1944 includes amusement taxes.

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1942 and by Provinces, 1943 and 1944

Province	Total Theatres	Number of Weeks in Operation and Days per Week														
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks			Less than 20 Weeks		
		6+			6+			6+			6+			6+		
		Days	3-5 Days	1-2 Days	Days	3-5 Days	1-2 Days	Days	3-5 Days	1-2 Days	Days	3-5 Days	1-2 Days	Days	3-5 Days	1-2 Days
1938	1,130	775	113	242	657	68	83	60	28	83	29	14	63	29	3	13
1939	1,183	802	114	267	700	79	110	60	21	79	18	9	65	24	5	13
1940	1,229	832	117	280	757	84	104	41	20	95	12	8	74	22	5	7
1941	1,240	864	126	250	756	85	102	54	24	82	28	11	62	26	6	4
1942	1,247	880	123	244	823	95	111	37	16	75	13	4	50	7	8	9
1943																
1944																
CANADA	1,265	893	119	248	845	91	125	34	20	73	9	4	47	10	4	3
Prince Edward Island ..	6	3	1	2	3	1	1	-	-	1	-	-	-	-	-	-
Nova Scotia	63	49	7	7	48	5	3	-	2	2	1	-	1	-	-	1
New Brunswick	41	32	4	5	30	4	3	2	-	2	-	-	-	-	-	1
Quebec	220	170	27	23	155	19	13	12	3	7	2	2	3	1	3	-
Ontario	410	380	19	11	365	15	9	9	3	2	3	-	-	3	1	-
Manitoba	115	64	15	36	59	11	22	2	3	7	-	1	7	3	-	-
Saskatchewan	155	39	22	94	37	18	41	1	3	29	1	1	23	-	-	1
Alberta	131	65	14	52	62	11	24	3	3	16	-	-	11	-	-	1
British Columbia	124	96	10	18	86	7	9	5	3	7	2	-	2	3	-	-
1943																
1944																
CANADA	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7	7	12
Prince Edward Island ..	7	3	1	3	3	-	2	-	-	1	-	-	-	-	1	-
Nova Scotia	64	49	8	7	48	8	3	-	-	3	1	-	1	-	-	-
New Brunswick	41	32	5	4	29	2	4	3	2	-	-	1	-	-	-	-
Quebec	225	181	19	25	160	10	13	10	4	8	3	3	4	2	2	-
Ontario	409	378	20	11	357	14	8	17	3	3	2	2	-	2	1	-
Manitoba	115	63	18	34	57	14	22	4	1	7	-	1	5	2	2	-
Saskatchewan	167	42	23	102	40	19	55	2	2	23	-	1	19	-	1	5
Alberta	144	67	12	65	65	11	27	2	1	22	-	-	11	-	-	5
British Columbia	126	99	10	17	90	6	6	8	4	8	-	-	1	1	-	2

Includes 7-day week operation in the Province of Quebec

+ Includes 7-day week operation in the Province of Quebec.

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1944

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.
CANADA	15	51,217	11,211	233,190	116	286,008	56,556	1,189,223
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	-	-	-	-	8	28,285	9,693	99,831
New Brunswick	-	-	-	-	-	-	-	-
Quebec	3	16,696	2,375	76,801	11	17,182	4,615	64,902
Ontario	-	-	-	-	33	63,289	11,104	278,823
Manitoba	-	-	-	-	6	12,449	3,225	68,742
Saskatchewan	2	(x)	(x)	(x)	29	80,424	15,321	388,564
Alberta	1	(x)	(x)	(x)	18	38,075	5,509	140,834
British Columbia	7	22,284	5,487	77,460	11	46,304	7,089	147,527

(1) Excluding amusement taxes.

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 14.--Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1943 and 1944

Province	1943					1944			
	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New (1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	
CANADA	20	25	27	+ 18	46	5	22	+ 29	
Prince Edward Island .	-	-	-	-	1	-	-	+ 1	
Nova Scotia	1	1	1	+ 1	1	-	-	+ 1	
New Brunswick	-	-	-	-	-	-	-	-	
Quebec	8	4	4	+ 8	10	1	8	+ 3	
Ontario	-	4	4	0	4	-	7	- 3	
Manitoba	-	2	2	0	2	-	2	0	
Saskatchewan	8	8	5	+ 11	13	2	3	+ 12	
Alberta	3	2	7	- 2	13	2	2	+ 13	
British Columbia	-	4	4	0	2	-	-	+ 2	

(1) Includes community halls in Quebec and the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 15.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1944

Year	No. of Exchange Offices	No. of Employees		Salaries & Wages		Total Receipts		
		Male	Female	Male	Female	Film Rentals	Advertising	Other Sources
1930	59	372	291	1,074,700			9,536,200	
1933	59	331	243	855,800			6,797,600	
1934	60	344	230	923,400			7,370,200	
1935	61	358	249	953,700			7,404,500	
1936	66	377	265	1,011,200			8,358,900	
1937	63	380	256	1,062,900			9,471,100	
1938	62	385	263	1,081,900			10,218,700	
1939	67	414	275	1,125,800			10,315,500	
1940	72	442	296	310,407	413,095	11,445,167	385,504	50,224
1941	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	88 ⁽¹⁾	420	490	1,189,821	654,376	16,516,073	346,636	95,765

(1) Operated by 23 film exchange companies.

Canada Statistics

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CANADA
DOMINION BUREAU OF STATISTICS
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MOTION PICTURE THEATRES
(IN CANADA)
1945



OTTAWA
1946



Price 25 cents

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MOTION PICTURE THEATRES IN CANADA, 1945

Summary

Motion picture theatre attendance and box office receipts in Canada for 1945 reached an all-time high, according to statements received in the annual survey of motion picture houses conducted by the Dominion Bureau of Statistics. The 24 new theatres opened during the year, and the 8 houses which were re-opened, brought the total number of establishments up to 1323. Box office returns at these theatres amounted to \$69,485,732 from which Federal and Provincial Governments collected \$14,055,021 in amusement taxes, leaving net receipts of \$55,430,711. There were 215,573,267 paid admissions during the year, an increase of almost 4 per cent in the number of admissions over the previous year. In addition, there were 167 itinerant exhibitors operating in Canada, and these reported net receipts of over \$360,000, collected another \$93,195 in amusement taxes, and had admissions numbering 1,581,303. The per capita expenditure on motion picture entertainment, including both theatres and itinerant operators, averaged \$5.77 in 1945, figures for individual provinces standing at \$8.15 for British Columbia, \$7.16 for Ontario, \$6.56 for Nova Scotia, \$5.34 for Alberta, \$5.13 for Manitoba, \$4.76 for New Brunswick, \$4.36 for Quebec, \$3.83 for Saskatchewan, and \$3.31 for Prince Edward Island.

In addition to motion picture houses, there were 4 establishments operating in Canada as legitimate theatres. These 4 situations were open for 1,035 days during the year, had net receipts of \$873,341, and collected an additional \$239,179 in amusements taxes. There were 1,137,322 paid admissions to these performances.

Prince Edward Island and Nova Scotia reported declines in receipts between 1945 and 1944, while box office returns in Alberta gained less than 1 per cent between the two years. Receipts for the other provinces showed gains of between 2 and 9 per cent. The number of paid admissions fell off slightly in Nova Scotia while gains in admissions in the other provinces ranged up to 8 per cent. Percentage changes in receipts in 1945 compared with 1944 for the various provinces with corresponding results in admissions in brackets are as follows: Prince Edward Island, -2.5 per cent (+2.5 per cent); Nova Scotia, -0.9 per cent (-0.6 per cent); New Brunswick, +6.8 per cent (+6.8 per cent); Quebec, +4.6 per cent (+2.6 per cent); Ontario, +5.3 per cent (+4.7 per cent); Manitoba, +4.7 per cent (+2.0 per cent); Saskatchewan, +8.8 per cent (+7.4 per cent); Alberta, +0.3 per cent (+0.8 per cent); British Columbia, +2.1 per cent (+3.3 per cent).

Marked increases were recorded in both receipts and admissions for some of the larger cities in Canada. Revenue from the sale of tickets increased 21 per cent in Sherbrooke, 14 per cent in Winnipeg, 12 per cent in Saskatoon, 10 per cent in New Westminster, 9 per cent in Saint John and Quebec, and 8 per cent in Regina. Other

cities showed gains ranging from 1 per cent to 6 per cent. Receipts declined by 1 per cent in Brantford, 2 per cent in Halifax, 3 per cent in Kingston, 5 per cent in Moncton and Edmonton, and 9 per cent in St. Jean.

Motion picture theatre attendances in 1945 could have numbered 590,967,937 had each theatre played to a full house at each performance. Actually, the number of paid admissions reported for the year was 215,573,267, indicating that on the average only 36.5 per cent of the potential maximum seating capacity was utilized at every performance. Corresponding ratios for earlier years were 35.9 per cent for 1944, 35.7 per cent for 1943, 32.4 per cent for 1942, and 31.0 per cent for 1941. Results for the larger cities in Canada revealed that the highest proportion of average seating capacity utilized was recorded for Halifax, at 47.2 per cent. Edmonton followed closely, paid admissions numbering 46.0 per cent of the total possible seating capacity, while ratios for other cities include 43.6 per cent for Moncton, 33.7 per cent for Montreal, 41.7 per cent for Toronto, 31.9 per cent for Winnipeg, 35.1 per cent for Regina, and 39.1 per cent for Vancouver. These figures make no allowance for the heavier traffic to evening performances as compared with matinee exhibitions. The proportion of actual to potential admissions for evening performances alone would be considerably higher than that recorded in the total figures.

Double-feature bills continued to attract the largest number of theatre-goers. The proportion of double- and single-feature programs shown during 1945 remained almost unchanged from the previous year, the ratios for 1945 standing at 59.4 per cent for double features and 40.6 per cent for single features compared with 59.8 per cent and 40.4 per cent for the previous year. Prince Edward Island alone showed no double-feature programs. Double-bill performances were most popular in Quebec, accounting for 71.5 per cent of all performances. The percentage of double-feature to total programs in 1945 for other provinces stand at 65.9 for Ontario, 61.1 for Manitoba, 58.7 for British Columbia, 42.0 for Alberta, 37.5 for New Brunswick, 34.7 for Nova Scotia, and 25.6 for Saskatchewan.

While some 27 per cent of the 1,323 motion picture theatres showed only double-feature programs, these houses accounted for 37 per cent of the total receipts and 41 per cent of the paid admissions for the year. On the other hand, approximately 26 per cent of the theatres exhibited one-feature performances only; such movie houses realized 25 per cent of the total in-take and 21 per cent of the attendance. There were 47 per cent of the theatres whose performances alternated between single- and double-feature programs and the houses falling into this category received 37 per cent of the theatre business of 1945, and catered to 38 per cent of the number of admissions.

The 1,323 motion picture houses operating in 1945 utilized the services of 10,350 employees whose total earnings for the year were \$9,563,718 with an average salary of \$954 per employee. Proprietors of independently owned theatres who were actively engaged in conducting their businesses numbered 1,103. Some 840 proprietors did not draw a stipulated salary while the remaining 263 proprietors withdrew salaries amounting to \$372,537.

When classified according to ownership, there were 618 individually owned theatres, or 46.7 per cent of the 1,323 houses, and these realized 18.8 per cent of the \$9,563,718 receipts, and 21.4 per cent of the admissions. In 1944, the corresponding ratios for singly operated units were 45.8 per cent of the number of theatres, 15.3 per cent of the receipts, and 21.9 per cent of the admissions. Multiple theatres (2 or 3 establishments operated under the same ownership) accounted for 13.5 per cent of the motion picture houses in operation, 9.7 per cent of the box office receipts, and 9.8 per cent of the total attendances reported. These ratios vary but fractionally from the position of multiple theatres in 1944. The third category into which theatres may fall is that of a chain -- 4 or more units being operated under one ownership. There were 527 units operated by theatre chain companies in 1945 and 39.8 per

cent of the 1,323 theatres in Canada, and these accounted for 71.5 per cent of the motion picture revenue, and 68.8 per cent of the paid admissions. In 1944, theatre chains operated 40.4 per cent of the houses, did 74.6 per cent of the business, and provided entertainment for 68.0 per cent of the movie-goers. A further breakdown of chain activities reveals a shift between the 2 years from small chains operating from 4 to 19 units to large-size enterprises controlling over 20 houses. In 1944, the smaller chains operated 15.5 per cent of the theatres, transacted 17.4 per cent of the receipts and had 18.1 per cent of the admittances. In the year under review, the position of such chains declined to 11.8 per cent of the theatres, 11.4 per cent of the box office returns, and 12.2 per cent of the paid admissions. On the other hand, the large-size chains gained the ground lost by the smaller companies, indicating, to some extent, the absorption of small chains by the larger companies. The respective ratios for the larger chains to the grand totals for 1945, with 1944 percentages in brackets, are as follows: number of units, 28.0 per cent (24.2 per cent); receipts, 60.1 per cent (57.2 per cent); admissions, 56.6 per cent (49.9 per cent).

While the average price of admission for all theatres for 1945 stands at 25.7 cents, the average admission fee for individual theatres varied between those houses whose average charge was below 20 cents to establishments with an average admission of 50 cents and over. In compiling these figures no allowances are made for juvenile or matinee attendances. It is therefore obvious that the average evening price for motion picture entertainment for adults would be much higher. Approximately 45 per cent of the theatres had average prices of admission ranging between 30 and 40 cents. Another 41 per cent of the houses had average admission charges of between 20 and 30 cents, while 8 per cent fell in the 40-50 cent class; 4 per cent of the theatres averaged a less than 20 cent fee and 2 per cent had an average admission price exceeding 50 cents.

Exhibitors presenting motion pictures and employing portable equipment for such exhibitions, are classified as itinerant operators. There were 167 itinerant exhibitors operating in 1945 and they used both 16 mm. and 35 mm. equipment. Receipts from such entertainment amounted to over \$360,000 while another \$93,195 was collected in amusement taxes. Itinerant operators reported 1,581,303 paid admissions.

The 23 film exchange companies operating in Canada maintained 86 distributing offices, and utilized the services of 530 male and 587 female employees. Total receipts for film rentals in 1945 amounted to \$17,490,264, of which \$1,198,016 was received from rental of 16 mm. film and \$16,292,248 for 35 mm. film. Film exchanges received \$358,250 revenue from advertising and another \$127,953 from other sources. The exchanges stated that 2,161 new films had been released during the year and they were comprised of 620 feature films, 345 cartoons, 381 new reels, and 815 films of a miscellaneous nature.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1937-1945

Province	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.93	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77
Prince Edward Island ..	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31
Nova Scotia	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68	6.73	6.56
New Brunswick	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76
Quebec	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36
Ontario	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16
Manitoba	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13
Saskatchewan	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83
Alberta	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.34
British Columbia	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15	8.15

(1) Based on total receipts of regular theatres and itinerant operators (Exclusive of amusement taxes). (2) Based on total receipts of regular theatres and itinerant operators. (Including amusement taxes).

NON-COMMERCIAL FILMS

All data contained in this publication relate to activities of motion picture houses and exhibitors in the commercial fields and are based on statements received from each theatre, or person, engaged in exhibiting or renting film for commercial purposes. Also active in the motion picture industry is the Government's National Film Board, but attendances to the Board's exhibits are free and films are of an educational or documentary nature. Through the courtesy of that Board the following statistics relating to its operation in 1945 are presented:

The National Film Board operated 85 rural circuits, as well as trade union and industrial circuits in Canada with an attendance of approximately 5,000,000. Moreover, there was an average of 926 performances per month held at schools for students.

The Board has established 83 regional film libraries situated in the nine provinces and these are maintained for the storage and distribution of 16 mm. films.

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1933 to 1945	6
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1933 to 1945 ...	6
Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1945	7
Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1944 and 1945 ..	8 - 9
Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres, by Provinces and for Selected Cities, 1944 and 1945	10 - 11
Table 6.--Employment in Motion Picture Theatres, Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1945	12 - 13
Table 7.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940, 1943, 1944 and 1945 ...	14
Table 8.--Number of Single- and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1944 and 1945	15
Table 9.--Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Economic Divisions, Canada, 1945	16
Table 10.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1943 and by Provinces, 1944 and 1945	17
Table 11.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1943 and by Provinces, 1944 and 1945.....	18
Table 12.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1945	19
Table 13.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1944 and 1945	20
Table 14.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1945	21

Table 1.--Motion Picture Theatre Receipts by Provinces, 1938 to 1945

Province	Receipts (1)								
	1938	1939	1940	1941	1942	1943	1944	1945	
CANADA	\$ 33,346,182	\$ 33,696,244	\$ 37,474,122	\$ 40,795,397	\$ 45,719,911	\$ 51,484,611	\$ 53,173,325	\$ 55,450,711	
Prince Edward Island	108,946	112,158	114,590	141,317	173,430	226,302	230,550	224,697	
Nova Scotia	1,341,902	1,420,395	1,328,185	2,195,599	2,634,553	3,086,785	3,141,049	3,112,340	
New Brunswick	361,792	326,235	995,437	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	
Quebec	6,755,415	6,879,509	7,336,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	
Ontario	15,056,200	15,087,239	17,007,541	18,757,372	20,400,549	22,153,428	22,542,943	23,740,894	
Manitoba	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435	3,066,371	
Saskatchewan	1,518,435	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	
Alberta	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	
British Columbia ...	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1933 to 1945
(1930=100)

Province	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945
CANADA	64.9	65.8	70.6	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6	141.1	147.0
Prince Edward Island	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5	122.4	119.3
Nova Scotia	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1	173.2	171.6
New Brunswick	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4	145.9	155.8
Quebec	66.4	64.2	69.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3	139.4	145.8
Ontario	63.9	71.0	73.4	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7	145.3	153.0
Manitoba	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9	108.0	113.1
Saskatchewan	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7	113.8	129.3
Alberta	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5	145.6	146.0
British Columbia ...	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2	144.5	147.5

Table 3--Summary of Motion Picture Statistics, 1930 and 1933 to 1945

Year and Province	No. of Theatres	Receipts(1) \$	Amusement Taxes \$	Paid Admissions No.	Employees (2)		Salaries and Wages \$
					Male	Female	
1930	907	38,479,500	-	-	4,546	1,475	6,811,300
1933	762	24,954,200	-	-	3,822	1,378	4,433,500
1934	796	25,338,100	-	107,354,509	4,224	1,341	4,277,000
1935	859	27,173,400	-	117,520,795	4,553	1,436	4,798,900
1936	956	29,610,300	-	126,913,547	4,917	1,536	4,906,100
1937	1,044	32,499,300	-	133,668,450	5,240	1,631	5,560,900
1938	1,130	33,635,052	-	137,381,280	5,354	1,813	5,621,505
1939	1,183	34,010,115	-	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,858,955	-	151,590,799	5,691	1,979	6,330,982
1941	1,240	41,369,259	-	161,677,731	6,121	2,487	6,173,553
1942	1,247	46,461,097	11,557,262	182,845,765	5,655	2,990	8,205,140
1943	1,265	52,567,989	13,159,883	204,677,550	5,904	3,765	8,882,425
1944	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
CANADA	1,323	53,430,711	14,055,021	215,573,267	6,330	4,020	9,663,718
Prince Edward Island	7	224,697	70,223	853,923	27	19	26,910
Nova Scotia	64	3,112,340	916,746	12,510,936	331	225	470,175
New Brunswick	41	1,702,869	522,277	7,201,930	165	148	251,420
Quebec	228	11,490,406	3,987,307	43,720,321	1,416	645	1,886,759
Ontario	414	23,740,894	4,786,477	91,817,463	2,624	1,611	4,132,789
Manitoba	116	3,066,871	702,890	12,920,505	372	333	526,116
Saskatchewan	176	2,553,779	587,563	9,826,778	379	275	417,155
Alberta	149	3,394,488	949,754	12,931,257	413	246	647,390
British Columbia (3)	128	6,144,367	1,531,784	23,790,154	603	518	1,305,004

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon

All figures previous to 1944 include legitimate theatres operating in Canada.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945

Province or City	No. of Theatres		Seating Capacity 1945	Receipts (1)		% Change	Amusement Taxes 1945 \$
	1944	1945		1944 \$	1945 \$		
CANADA	1,298	1,323	721,700	53,173,325	55,430,711	+ 4.2	14,055,021
Prince Edward Island	7	7	3,311	230,530	224,697	- 2.5	70,223
Nova Scotia	64	64	36,064	3,141,049	3,112,340	- 0.9	916,746
Halifax	9	9	7,495	1,143,541	1,125,427	- 1.6	342,071
Sydney	5	5	3,602	323,068	326,038	+ 0.9	99,704
Other Places	50	50	24,967	1,674,440	1,660,865	- 0.8	473,971
New Brunswick	41	41	21,009	1,595,130	1,702,869	+ 6.8	522,277
Saint John	6	6	5,083	504,398	551,746	+ 9.3	168,453
Moncton	4	4	2,929	373,641	355,271	- 4.9	104,601
Other Places	31	31	12,997	716,591	795,852	+11.1	249,223
Quebec	225	228	142,447	10,983,139	11,490,406	+ 4.6	3,987,307
Montreal (2)	70	70	70,463	7,356,989	7,608,785	+ 3.4	2,664,232
Quebec	12	12	9,055	798,138	872,454	+ 9.3	313,630
Three Rivers	4	4	3,235	198,130	208,541	+ 5.3	73,101
Sherbrooke	3	3	2,655	194,088	234,214	+20.7	81,536
St. Jean	3	3	2,224	134,567	125,152	- 8.5	42,212
Other Places	133	136	54,815	2,301,227	2,443,260	+ 6.2	812,536
Ontario	409	414	280,939	22,542,943	23,740,394	+ 5.3	4,786,477
Toronto	112	112	39,615	7,806,179	8,144,172	+ 4.3	1,635,399
Hamilton	21	21	18,931	1,614,388	1,637,065	+ 4.5	336,286
Ottawa	15	15	13,810	1,459,192	1,508,391	+ 4.8	306,801
London	7	7	6,899	724,040	773,565	+ 6.8	154,798
Windsor	8	8	8,452	911,528	979,358	+ 7.4	196,578
Brantford	4	4	4,058	338,727	355,186	- 1.0	71,661
Kingston	5	5	4,372	501,169	484,805	- 3.3	96,953
Other Places	237	242	134,862	9,207,700	9,828,352	+ 6.7	1,988,001

See footnotes on page 9.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945 - (Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1945	Receipts (1)		% Change	Amusement Taxes 1945
	1944	1945		1944	1945		
Manitoba	115	116		\$	\$		\$
Winnipeg (3)	43	43	53,679	2,930,435	3,066,871	+ 4.7	702,890
Other Places	72	73	32,453 21,226	2,076,060 854,375	2,360,228 706,643	+13.7 -17.3	553,683 149,207
Saskatchewan	167	176	56,030	2,347,726	2,553,779	+ 8.8	537,563
Regina	6	6	5,141	572,629	615,955	+ 7.6	160,517
Saskatoon	6	6	4,936	443,445	495,990	+11.8	137,436
Other Places	155	164	45,953	1,331,652	1,441,834	+ 8.3	289,610
Alberta	144	149	53,087	3,383,994	3,394,488	+ 0.3	949,754
Edmonton	11	11	8,282	1,106,251	1,050,594	- 5.0	299,549
Calgary	11	11	8,792	1,025,324	1,051,946	+ 2.8	294,010
Other Places	122	127	36,013	1,254,419	1,291,948	+ 3.0	356,195
British Columbia	126	128	75,074	6,018,359	6,144,367	+ 2.1	1,531,784
Vancouver (4)	42	44	38,635	3,375,344	3,562,154	+ 5.5	880,611
New Westminster	5	5	3,419	274,531	300,657	+ 9.5	75,016
Trail	3	3	2,162	91,330	95,742	+ 4.8	23,881
Victoria	6	6	5,020	662,085	675,923	+ 2.1	168,947
Other Places	70	70	25,838	1,615,069	1,509,891	- 6.5	383,329

- (1) Not including amusement taxes.
(2) Includes Lachine, Verdun, Westmount and Outremont.
(3) Includes St. James, Norwood, and St. Boniface.
(4) Includes North Vancouver and West Vancouver.

Table 5.--- Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945

Province or City	Admissions		% Change	Potential Admissions 1945	Average Capacity Utilized 1945 %	Average Admission Price (1) 1945
	1944	1945				
CANADA	208,167,160	215,573,267	+ 3.6	590,967,937	36.5	25.7
Prince Edward Island	832,898	853,923	+ 2.5	2,036,336	41.9	26.3
Nova Scotia	12,581,578	12,510,936	- 0.6	29,945,171	41.8	24.9
Halifax	4,402,914	4,503,196	+ 2.3	9,546,072	47.2	25.0
Sydney	1,289,756	1,307,554	+ 1.4	3,142,656	41.6	24.9
Other Places	6,888,908	6,700,406	- 2.7	17,256,443	38.8	24.8
New Brunswick	6,741,791	7,201,930	+ 6.8	17,466,734	41.2	23.6
Saint John	2,255,871	2,472,264	+ 9.6	5,769,816	42.8	22.3
Moncton	1,406,585	1,364,948	- 3.0	3,130,404	45.6	26.0
Other Places	3,079,335	3,364,718	+ 9.3	8,566,514	39.3	23.7
Quebec	42,631,023	43,720,321	+ 2.6	137,236,933	31.9	26.3
Montreal (2)	28,161,261	28,627,542	+ 1.7	88,577,312	32.3	26.6
Quebec	3,413,968	3,592,043	+ 5.2	10,107,630	35.5	24.3
Three Rivers	784,832	821,300	+ 4.6	2,842,476	28.9	25.4
Sherbrooke	848,646	970,413	+14.3	2,679,664	36.2	24.1
St. Jean	478,950	453,200	- 5.4	1,983,800	22.8	27.2
Other Places	3,943,366	9,255,823	+ 3.5	31,046,081	29.8	26.4
Ontario	87,722,281	91,817,463	+ 4.7	246,116,812	37.3	25.9
Toronto	30,079,368	30,708,520	+ 2.1	73,664,026	41.7	26.5
Hamilton	6,323,641	6,494,420	+ 2.7	18,228,028	35.6	26.0
Ottawa	5,905,055	6,167,857	+ 4.5	16,940,816	36.4	24.5
London	2,702,097	2,891,293	+ 7.0	7,517,796	38.5	26.8
Windsor	3,346,193	3,562,192	+ 6.5	10,635,866	33.5	27.5
Brantford	1,404,960	1,407,397	+ 0.2	4,081,896	34.5	23.8
Kingston	2,031,118	1,874,942	- 7.7	5,512,728	34.0	25.9
Other Places	35,929,849	38,710,842	+ 7.7	109,535,656	35.3	25.4

See footnotes on Page 11.

Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945--(Cont'd.)

Province or City	Admissions			Potential Admissions 1945	Average Capacity Utilized 1945 %	Average Admission Price (1) 1945
	1944	1945	% Change			
Manitoba	12,664,720	12,920,505	+ 2.0	38,795,096	33.3	23.7
Winnipeg (3)	9,554,802	9,838,098	+ 3.0	30,831,814	31.9	24.0
Other Places	3,109,918	3,082,407	- 0.9	7,963,282	38.7	22.9
Saskatchewan	9,145,555	9,326,778	+ 7.4	28,649,502	34.3	26.0
Regina	2,147,558	2,283,867	+ 6.4	6,502,716	35.1	27.0
Saskatoon	1,835,163	1,959,486	+ 6.8	6,826,872	28.7	25.3
Other Places	5,163,034	5,583,425	+ 8.1	15,319,914	36.4	25.8
Alberta	12,826,428	12,931,257	+ 0.8	32,148,597	40.2	26.3
Edmonton	4,250,178	4,128,576	- 2.9	8,979,360	46.0	25.4
Calgary	3,659,102	3,811,849	+ 4.2	10,884,176	35.0	27.6
Other Places	4,917,148	4,990,832	+ 1.5	12,285,061	40.6	25.9
British Columbia	23,020,906	23,790,154	+ 3.3	58,572,756	40.6	25.8
Vancouver (4)	13,265,727	13,900,657	+ 4.8	35,534,373	39.1	25.6
New Westminster	1,163,570	1,258,964	+ 8.2	3,272,880	38.5	23.9
Trail	425,441	456,860	+ 7.4	1,277,568	35.8	21.0
Victoria	2,434,853	2,532,203	+ 4.0	5,952,336	42.5	26.7
Other Places	5,731,315	5,641,470	- 1.6	12,535,599	45.0	26.8

(1) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes St. James, Norwood and St. Boniface.

(4) Includes North Vancouver and West Vancouver.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1945

Province and Number of Weeks in Operation	Total Persons		Total Payroll \$	Proprietors, Firm and Family Members				Projectionists	
	Propri- etors	Em- ployees		With Salary		Without Salary	No.	Salaries	
				Male	Female				Male
1942	908	6,707	8,511,849	125	32	273,040	516	1,580	2,312,553
1943	981	9,768	9,265,768	139	54	308,350	530	1,590	3,043,459
1944	1,036	10,115	9,735,276	186	78	404,345	506	1,656	3,193,173
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Table 6.---Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1945---(Cont'd.)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees			Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	Salaries and Wages	
1942	157	\$ 59,401	153	\$ 244,188	3,743	3,068	\$ 5,022,662	885
1943	150	50,298	121	245,446	4,102	3,805	5,617,715	917
1944	200	65,134	109	214,865	4,133	4,017	5,301,554	927
<u>1945</u>								
Total, All Theatres	217	68,429	100	212,890	4,334	4,020	6,091,752	934
Part-time--(Theatres operated 300 days and over)								
Total	134	54,241	94	211,988	3,347	3,651	5,930,419	1,011
Prince Edward Island	1	367	1	2,389	15	17	16,856	668
Nova Scotia	11	5,266	2	5,161	211	208	320,899	904
New Brunswick	11	4,984	-	-	94	144	173,735	853
Quebec	31	16,444	36	69,274	960	630	1,311,721	1,004
Ontario	40	13,777	32	89,817	1,883	1,554	2,542,275	998
Manitoba	15	3,996	4	5,492	182	263	30,962	894
Saskatchewan	7	3,958	3	5,720	115	144	217,640	1,076
Alberta	14	4,975	-	-	179	218	358,549	1,141
British Columbia	4	47	16	34,095	308	463	680,732	1,268
Part-time--(Theatres operated less than 300 days)								
Total	83	14,183	6	902	337	369	161,333	296
Prince Edward Island	1	50	-	-	2	2	84	242
Nova Scotia	3	1,110	-	-	29	17	15,587	542
New Brunswick	6	1,352	-	-	7	4	1,990	233
Quebec	9	1,351	4	360	66	15	25,157	369
Ontario	12	3,226	1	480	66	57	37,713	429
Manitoba	10	1,488	-	-	45	65	15,714	203
Saskatchewan	28	3,721	1	62	79	131	25,555	172
Alberta	9	1,274	-	-	49	28	13,713	325
British Columbia	5	636	-	-	44	50	27,020	416

Table 7.—Motion Picture Theatres Classified According to Number of Theatres Under same Ownership, Canada, 1930, 1940, 1943, 1944 and 1945

Year and Number of Theatres Under same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount \$	%	Number	%
1 9 3 0 --	915	100.0	38,130,100	100.0	-	-
One	656	71.7	15,772,000	41.4	-	-
Two and Three	92	10.1	6,390,200	16.7	-	-
Four and over	167	18.2	15,967,900	41.9	-	-
Total	915	100.0	38,130,100	100.0	-	-
1 9 4 0 --	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,659	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
Total	1,265	100.0	51,484,611	100.0	204,677,550	100.0
1 9 4 3 --	557	44.0	12,420,533	24.1	47,796,984	23.4
One	195	15.4	5,731,819	11.1	23,419,261	11.4
Two and three	192	15.2	5,241,280	10.2	30,326,636	14.9
Four to nineteen	321	25.4	28,090,979	54.6	103,134,669	50.4
Total	1,298	100.0	53,173,325	100.0	208,167,180	100.0
1 9 4 4 --	595	45.3	8,138,855	15.3	45,363,046	21.8
One	179	13.8	5,346,022	10.1	21,256,784	10.2
Two and three	201	15.5	9,247,363	17.4	37,699,189	18.1
Four to nineteen	323	24.9	30,441,085	57.2	103,848,161	49.9
Total	1,323	100.0	55,430,711	100.0	215,573,267	100.0
1 9 4 5 --	618	46.7	10,417,521	13.8	46,231,666	21.4
One	178	13.5	5,374,438	9.7	21,134,158	9.8
Two and three	156	11.8	6,529,331	11.4	26,332,493	12.2
Four to nineteen	371	28.0	33,308,921	60.1	121,874,950	56.6
Total	371	28.0	33,308,921	60.1	121,874,950	56.6

Table 8.--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1944 and 1945

	1 9 4 4				1 9 4 5							
	Total Performances		Single-Feature		Double-Feature		Total Performances		Single-Feature		Double-Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	784,781	100.0	316,449	40.4	468,332	59.6	802,730	100.0	325,876	40.6	476,854	59.4
Prince Edward Island ...	3,098	100.0	3,098	100.0	-	-	3,200	100.0	3,200	100.0	-	-
Nova Scotia	44,364	100.0	28,929	65.2	15,435	34.8	44,025	100.0	28,745	65.3	15,280	34.7
New Brunswick	29,926	100.0	19,487	65.1	10,439	34.9	23,430	100.0	17,781	62.5	10,649	37.5
Quebec	164,540	100.0	38,403	23.3	126,137	76.7	168,324	100.0	41,637	24.7	126,687	75.3
Ontario	305,399	100.0	107,907	35.5	197,492	64.7	314,613	100.0	107,237	34.1	207,376	65.9
Manitoba	56,776	100.0	22,123	39.0	34,653	61.0	58,550	100.0	23,376	39.9	35,174	60.1
Saskatchewan	50,508	100.0	36,053	71.4	14,455	28.6	54,004	100.0	40,203	74.4	13,801	25.6
Alberta	52,801	100.0	29,385	55.7	23,416	44.3	55,905	100.0	32,404	58.0	23,501	42.0
British Columbia	77,369	100.0	31,064	40.2	46,305	59.8	75,679	100.0	31,293	41.3	44,386	58.7

Table 9.—Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Economic Divisions, Canada, 1945

Economic Division	All Theatres		Proportion of Single- and Double Feature Performances			
	Number or Amount	%	All Single	50%-99% Single	1% to 49% Single	All Double
			Number or Amount	Number or Amount	Number or Amount	Number or Amount
			%	%	%	%
CANADA --						
Number	1,323	100.0	341	436	195	351
Receipts	\$ 55,430,711	100.0	15,796,980	12,199,675	8,563,883	20,690,235
Admissions	215,573,267	100.0	44,445,819	44,775,267	37,372,926	88,979,255
			25.8	33.0	14.7	26.5
Maritime Provinces						
Number	112	100.0	45	43	15	9
Receipts	\$ 5,039,906	100.0	1,869,319	1,675,522	828,239	668,816
Admissions	20,566,789	100.0	6,915,983	6,727,683	4,028,278	2,894,839
			40.2	38.4	13.4	8.0
Quebec --						
Number	228	100.0	35	55	38	100
Receipts	\$ 11,490,406	100.0	1,798,125	1,019,428	1,879,956	6,792,897
Admissions	43,720,321	100.0	5,012,411	4,011,365	6,620,691	29,075,854
			15.4	24.1	16.7	43.8
Ontario --						
Number	414	100.0	41	128	79	166
Receipts	\$ 25,740,894	100.0	5,022,800	6,021,807	3,310,317	9,385,970
Admissions	91,817,463	100.0	15,390,000	20,835,652	14,613,308	40,978,503
			21.2	25.4	13.9	39.5
Prairie Provinces						
Number	441	100.0	188	172	29	52
Receipts	\$ 9,015,138	100.0	5,358,427	2,326,496	840,236	2,489,979
Admissions	35,673,540	100.0	11,429,522	8,956,201	4,176,367	11,136,450
			32.0	25.0	11.8	31.2
British Columbia						
Number	128	100.0	32	38	34	24
Receipts	\$ 6,144,367	100.0	1,928,249	1,158,410	1,705,135	1,352,573
Admissions	25,790,154	100.0	5,697,897	4,264,366	7,934,282	5,893,609
			24.0	17.9	33.4	24.7

Table 10.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1943, and by Provinces, 1944 and 1945

Province	Total Theatres	Average Price of Admission (1)															
		Less than 20¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 31¢	32¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and over				
1938	1,130	202	138	150	182	133	90	160	34	27	6	8					
1939	1,183	207	138	150	170	161	125	152	43	25	6	6					
1940	1,229	221	162	150	185	155	122	164	40	18	5	7					
1941	1,240	178	158	161	195	142	128	192	48	24	8	6					
1942	1,247	65	54	77	137	144	130	333	198	69	21	19					
1943	1,265	56	62	67	139	155	129	138	178	83	20	21					
<u>1 9 4 4</u>																	
CANADA	1,298	55	57	76	127	159	138	163	198	85	20	23					
Prince Edward Island	7	1	-	-	-	1	2	1	-	2	-	-					
Nova Scotia	64	2	1	3	3	7	6	9	12	2	-	-					
New Brunswick	41	2	-	2	3	7	9	6	4	1	-	-					
Quebec	225	8	6	10	9	10	23	27	57	28	9	11					
Ontario	409	24	21	35	49	71	37	67	48	15	5	4					
Manitoba	115	9	7	12	27	22	17	10	3	4	-	1					
Saskatchewan	167	5	10	9	12	15	23	31	23	5	2	2					
Alberta	144	-	4	-	11	6	16	31	25	16	2	-					
British Columbia	126	4	8	5	13	20	5	13	25	12	4	5					
<u>1 9 4 5</u>																	
CANADA	1,323	52	52	78	139	136	143	156	206	86	25	20					
Prince Edward Island	7	-	-	-	-	2	3	-	2	-	-	-					
Nova Scotia	64	1	2	1	4	5	10	10	14	1	-	-					
New Brunswick	41	-	2	3	3	3	10	6	5	1	-	-					
Quebec	228	2	7	11	10	6	27	22	61	32	11	11					
Ontario	414	23	20	31	63	58	37	37	61	16	6	4					
Manitoba	116	11	6	17	29	18	17	7	4	4	-	-					
Saskatchewan	176	8	8	5	10	15	21	35	29	8	1	1					
Alberta	149	3	3	2	8	10	10	28	41	12	4	-					
British Columbia	128	4	4	8	12	19	8	11	17	12	3	4					

(1) Total receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

Table 11.—Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1943 and by Provinces, 1944 and 1945

Province	Total Theatres	Number of Weeks in Operation and Days per Week											
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks		
		6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days
1938	1,130	775	113	242	657	68	83	60	28	83	29	14	63
1939	1,183	802	114	267	700	79	110	60	21	79	18	9	65
1940	1,229	852	117	280	757	84	104	41	20	95	12	8	74
1941	1,240	864	126	250	756	85	102	54	24	82	28	11	62
1942	1,247	880	123	244	823	95	111	37	16	75	13	4	50
1943	1,265	893	119	243	845	91	125	34	20	73	9	4	47
1944	914	116	268	855	84	140	46	17	75	6	8	41	7
1945	1,298	914	116	268	855	84	140	46	17	75	6	8	41
CANADA	1,298	914	116	268	855	84	140	46	17	75	6	8	41
Prince Edward Island ...	7	3	1	3	3	-	2	-	-	1	-	-	-
Nova Scotia	64	49	8	7	48	8	3	-	-	3	1	1	-
New Brunswick	41	32	5	4	29	2	4	3	2	-	-	-	-
Quebec	225	181	19	25	166	10	13	10	4	8	3	3	4
Ontario	409	378	20	11	357	14	8	17	3	3	2	2	2
Manitoba	115	63	18	34	57	14	22	4	1	7	-	1	2
Saskatchewan	167	42	23	102	40	19	55	2	2	23	-	1	19
Alberta	144	67	12	65	65	11	27	2	1	22	-	-	11
British Columbia	126	99	10	17	90	6	6	8	4	8	-	-	1
1944	1,323	925	125	273	852	95	158	53	19	68	5	9	39
1945	1,323	925	125	273	852	95	158	53	19	68	5	9	39
CANADA	1,323	925	125	273	852	95	158	53	19	68	5	9	39
Prince Edward Island ...	7	4	-	3	3	-	3	-	-	-	1	-	-
Nova Scotia	64	51	6	7	44	6	4	6	-	1	-	-	2
New Brunswick	41	32	5	4	30	2	3	2	3	1	-	-	-
Quebec	228	178	27	23	160	19	9	13	4	7	3	3	4
Ontario	414	383	20	11	364	17	10	13	1	-	-	2	-
Manitoba	116	64	17	35	56	13	23	5	1	7	-	2	5
Saskatchewan	176	45	26	105	39	24	59	4	1	25	-	1	20
Alberta	149	69	14	66	65	9	38	3	5	20	-	-	6
British Columbia	123	99	10	19	91	5	9	7	4	7	1	-	2

+ Includes 7-day week operation in the Province of Quebec

Table 12.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1945

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.
CANADA	5	(x)	4,566	49,958	162	345,334	88,629	1,531,345
Prince Edward Island	2	(x)	1,489	12,435	-	-	-	-
Nova Scotia	-	-	-	-	9	22,460	19,219	141,156
New Brunswick	-	-	-	-	3	1,946	606	8,655
Quebec	-	-	-	-	22	35,285	9,136	126,223
Ontario	-	-	-	-	45	98,510	23,698	459,750
Manitoba	-	-	-	-	8	6,904	1,327	27,778
Saskatchewan	-	-	-	-	37	83,191	15,504	382,143
Alberta	-	-	-	-	25	58,207	11,939	290,032
British Columbia	3	12,315	3,077	37,523	13	38,853	7,200	95,603

(1) Excluding amusement taxes.

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 13.--Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1944 and 1945

Province	1944				1945			
	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA	46	5	22	+ 29	24	8	7	+ 25
Prince Edward Island .	1	-	-	+ 1	-	-	-	-
Nova Scotia	1	-	-	+ 1	-	-	-	-
New Brunswick	-	-	-	-	-	-	-	-
Quebec	10	1	8	+ 3	5	-	2	+ 3
Ontario	4	-	7	- 3	2	5	2	+ 5
Manitoba	2	-	2	0	2	-	1	+ 1
Saskatchewan	13	2	3	+ 12	9	1	1	+ 9
Alberta	13	2	2	+ 13	4	1	-	+ 5
British Columbia	2	-	-	+ 2	2	1	1	+ 2

(1) Includes community halls in Quebec and the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 14.--Principal Statistics for Film Exchange in Canada, 1930 and 1933 to 1945

Year	No. of Exchange Offices	No. of Employees		Salaries & Wages		Film Rentals	Total Receipts		Other Sources
		Male	Female	Male	Female		Advertising		
1930	59	372	291	\$ 1,074,700		\$	\$	9,536,200	\$
1933	59	331	243	855,800				6,797,600	
1934	60	344	230	923,400				7,370,200	
1935	61	358	249	953,700				7,404,500	
1936	66	377	265	1,011,200				8,358,900	
1937	63	380	256	1,062,900				9,471,100	
1938	62	385	263	1,081,900				10,218,700	
1939	67	414	275	1,125,800				10,315,500	
1940	72	442	296	810,407	413,095	11,445,167	385,504	50,224	
1941	69	415	347	832,400	454,281	12,368,446	373,349	6,157	
1942	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071	
1943	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031	
1944	88 ⁽¹⁾	420	490	1,189,821	654,376	16,516,073	346,636	95,765	
1945	86 ⁽¹⁾	530	587	1,303,009	688,667	17,490,264	358,250	127,953	

(1) Operated by 23 film exchange companies.

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CANADA

DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES STATISTICS

**MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS
IN CANADA**

1946



**OTTAWA
1947**



Price 25 cents

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TABLE OF CONTENTS

Page

Motion Picture Theatres.....	1
Itinerant Exhibitors.....	4
Per Capita Expenditure on Motion Picture Entertainment.....	4
Legitimate Theatres.....	5
Film Exchanges.....	5
Non-Commercial Films.....	6
Table 1. - Summary of Motion Picture Theatre Statistics, Canada and the Provinces, 1946.....	7
Table 2. - Motion Picture Theatre Receipts, by Provinces, 1939 to 1946.....	7
Table 3. - Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946.....	8
Table 4. - Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946.....	10
Table 5. - Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1946.....	12
Table 6. - Number of Theatres, Receipts, Taxes and Admiss- ions for Motion Picture Theatres Classified According to Size of Projection Equipment Used, by Provinces, 1946.....	14
Table 7. - Motion Picture Theatres Classified According to Number of Theatres under same Ownership, Canada, 1930, 1940, 1944, 1945 and 1946.....	15
Table 8. - Number of Single- and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1945 and 1946.....	16
Table 9. - Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Regions, Canada, 1946.....	17
Table 10. - Distribution of Theatres According to General Evening Adult Price of Admission (including tax), by Provinces, 1946.....	18

TABLE OF CONTENTS (Cont'd)

Page

Table 11. - Distribution of Theatres According to Number of Features shown in Year and Total Number of Features shown, by Provinces, Canada, 1946.....	18
Table 12. - Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1939 - 1944 and by Prov- inces, 1945 and 1946.....	19
Table 13. - Itinerant Motion Picture Exhibitors, Classified According to Size of Projection Equipment Used, by Provinces, Canada, 1945 and 1946....	20
Table 14. - Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed, by Provinces, Canada, 1945 and 1946..	21
Table 15. - Principal Statistics for Film Exchanges in Canada, 1930 and 1934 - 1946.....	22

DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS

OTTAWA

Dominion Statistician, HERBERT MARSHALL
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MOTION PICTURE EXHIBITORS AND DISTRIBUTORS IN CANADA, 1946

Motion Picture Theatres

General Summary

Box office returns of motion picture theatres in Canada in 1946 amounted to \$74,941,966, the highest volume of business on record. The net increase over 1945 of 154 theatres, bringing the total number of theatres in Canada to 1,477, was also a record number of new theatres for any year. Of the total box office returns, the Federal and Provincial Governments collected \$15,052,994 in taxes, leaving net receipts of \$59,888,972. This amount was 8 per cent higher than the net receipts of \$55,430,711 recorded for the year 1945.

Paid admissions during the year at the 1,477 theatres numbered 227,538,798, an increase of almost 6 per cent over the 1945 attendance of 215,573,267.

The above figures do not include drive-in theatres for which no figures are as yet available nor itinerant exhibitors for which separate figures are presented in a following section.

Receipts, by provinces and selected cities (Table 3)

Theatre receipts (excluding taxes) increased 8 per cent between 1945 and 1946 but results varied for the different provinces. Receipts continued to fall below the level of war years in Prince Edward Island and Nova Scotia while in Quebec, Manitoba and Saskatchewan greater than average gains were registered. The following table shows the percentage changes between 1945 and 1946 for the various provinces:-

CANADA.....	+ 8.0%
Prince Edward Island.....	- 0.4%
Nova Scotia.....	- 5.1%
New Brunswick.....	+ 3.3%
Quebec.....	+ 1.8%
Ontario.....	+ 8.2%
Manitoba.....	+ 12.0%
Saskatchewan.....	+ 12.1%
Alberta.....	+ 6.3%
British Columbia.....	+ 7.2%

Practically all of the larger cities across the country, with the exception of those in the Maritime Provinces, registered increased receipts at motion picture theatres during 1946. The only city outside of the Maritimes to record a decrease was Kingston, Ontario, where receipts dropped less than 2 per cent. Larger than average gains were reported by theatres in Quebec City (+11 per cent), Sherbrooke (+12 per cent), Three Rivers (+22 per cent), St. Jean (+18 per cent), Brantford (+14 per cent), London (+10 per cent), Winnipeg (+11 per cent), Saskatoon (+11 per cent), New Westminster (+10 per cent), and Trail (+14 per cent).

Gains in the part of each province outside of the principal cities, in almost all cases, exceeded the increases in receipts reported by theatres in the larger localities. In Nova Scotia and New Brunswick where all cities for which separate figures are shown recorded a drop in theatre receipts, the remainder of the province in both cases showed an increase in theatre receipts. Similarly in the other provinces, theatres in the part of each province outside the principal cities registered a greater increase in receipts than was recorded for any of the larger localities, with the exception of Three Rivers in Quebec and Brantford in Ontario.

Admissions and average capacity utilized (Table 4)

Attendance at motion picture theatres in 1946 reached 227,538,798, an increase of 5.6 per cent over the 1945 admissions which numbered 215,573,267. The rate of increase of attendance, therefore, is less than the increase in receipts, which went up 8 per cent between 1945 and 1946. Admissions by provinces and for selected cities follow the same general trends as receipts and are shown in detail in Table 4 of this report. Had each theatre played to a full house at each performance, attendances in 1946 could have numbered 605,665,201. Actually, therefore, only 37.6 per cent of the potential capacity of the theatres was utilized. This is somewhat of an improvement on previous years when average capacity utilized was as follows:-

1941	-	31.0%
1942	-	32.4%
1943	-	35.7%
1944	-	35.9%
1945	-	36.5%
1946	-	37.6%

Employment in motion picture theatres (Table 5)

The 1,477 theatres operating in 1946 provided employment for 12,226 persons. Of these, 1,270 were proprietors or partners actively engaged in the operation of the theatre. The 10,956 employees earned salaries and wages amounting to \$10,466,251. Projectionists and assistant projectionists numbered 2,060 and drew salaries and wages of \$3,633,444.

Size of equipment used (Table 6)

Of the 1,477 theatres, 98 used 16 m.m. equipment and these theatres had receipts of \$276,802 and an additional \$56,976 was collected in taxes. Attendance at these houses numbered 1,017,462 persons.

Saskatchewan had the largest proportion of 16 m.m. houses with a considerable number also being reported in British Columbia. Most of these are halls which have permanent equipment installed and which are operated by community clubs, boards of trade, industrial firms and church organizations. In many cases, they are exempt from taxation.

Ownership (Table 7)

Fifty per cent of the 1,477 theatres were owned by individuals or firms operating only one theatre and these houses accounted for 19.2 per cent of the net receipts and 21.5 per cent of all theatre attendance. Theatres operated by firms owning from four to nineteen theatres comprised 11.7 per cent of the total number and had 11.9 per cent of total receipts and 12.8 per cent of admissions. Twenty-five per cent of all theatres were operated by firms owning 20 theatres or more and these obtained 59 per cent of the net receipts and admitted 56.3 per cent of all persons attending motion picture theatres. The balance, 13.1 per cent of the theatres, were operated by firms owning two or three theatres and these accounted for 9.5 per cent of total receipts and 9.4 per cent of total admissions.

Single- and double-feature performances (Tables 8 and 9)

Double-feature performances continued to form the larger proportion of all performances although there was a slight drop in the percentage compared with 1945. In 1946, 480,288 or 57.4 per cent of the total of 836,365 performances had double-feature bills compared with 59.4 in 1945. The popularity of the double bill varies considerably in the different provinces. More double-feature than single-feature performances were given in Quebec, Ontario, Manitoba and British Columbia while in the other provinces, single-feature performances predominated in varying degrees.

While 21 per cent of all movie houses showed only double-feature programs, these accounted for 34 per cent of total net receipts and 37 per cent of the total attendance. Another 16 per cent of all theatres showed less than 50 per cent single bills and obtained 17 per cent of the receipts and 19 per cent of admissions. Theatres showing all or more than 50 per cent single-feature programs numbered 938 or 63 per cent of all theatres and accounted for 50 per cent of net receipts and 44 per cent of the total attendance at theatres. The percentages vary considerably for the various provinces, double-feature theatres being more numerous in Quebec, Ontario and British Columbia, while theatres showing mainly single-feature bills are more prevalent in the Maritime and Prairie Provinces.

General adult evening admission price (Table 10)

While the average admission price, excluding tax, for all theatres across Canada was 26.3 cents, the actual general evening adult admission price including tax varied from less than 20 cents to 60 cents and over. About 49 per cent of all theatres had a general evening adult admission price of from 35 to 45 cents. Another 27 per cent charged from 26 to 34 cents general evening adult admission (including tax) while at about 12 per cent of the theatres, the price was 25 cents or less. The remainder, or approximately 13 per cent of the theatres, charged over 45 cents admission. It should be noted that these prices (shown in Table 10) are the general evening adult admission price including tax. The corresponding table in previous years' reports showed the average admission price obtained by dividing net receipts by total admissions with no allowance for matinee or juvenile attendance.

Itinerant Exhibitors
(Table 13)

The number of exhibitors employing portable equipment, classified as itinerant exhibitors, increased from 167 in 1945 to 288 in 1946. Gross receipts in 1946 amounted to \$745,978 of which \$131,693 was paid in taxes to the Federal and Provincial Governments. Performances were given in 1,248 towns across Canada and were attended by 2,417,990 persons. The number of towns by provinces in which performances were given are as follows:-

<u>Province</u>	<u>No. of Towns</u>
CANADA.....	<u>1,248</u>
Prince Edward Island	7
Nova Scotia.....	124
New Brunswick.....	60
Quebec.....	73
Ontario.....	261
Manitoba.....	99
Saskatchewan.....	324
Alberta.....	218
British Columbia.....	83

The great majority of these itinerant exhibitors use 16 m.m. projection equipment, but 13 reported having used 35 m.m. projectors. Separate figures are given in Table 13 for each class of equipment used.

Per Capita Expenditure on Motion Picture Entertainment

Per capita expenditure on motion picture entertainment in Canada reached \$6.15 in 1946, up 38 cents from 1945 and \$1.14 higher than in the year 1942.

Expenditures in the various provinces ranged from \$3.17 for Prince Edward Island to \$8.10 per person per year for British Columbia. The following table gives the per capita expenditure by provinces:-

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1938-1946

Province	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA.....	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15
Prince Edward Island...	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17
Nova Scotia.....	2.47	2.59	3.27	3.82	4.55	5.89	6.68	6.73	6.56	6.44
New Brunswick.....	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79
Quebec.....	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73
Ontario.....	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56
Manitoba.....	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88
Saskatchewan.....	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39
Alberta.....	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.54	5.88
British Columbia (3)...	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10

- (1) Based on total receipts of regular theatres and itinerant operators (exclusive of amusement taxes).
 (2) Based on total receipts of regular theatres and itinerant exhibitors (including amusement taxes).
 (3) Includes Yukon and Northwest Territories.

Legitimate Theatres

In addition to motion picture houses, there were 5 establishments operating in Canada as legitimate theatres. These theatres were open 884 days during 1946, had net receipts of \$1,121,628 and collected an additional \$263,302 in taxes. There were 956,473 paid admissions to performances.

Film Exchanges (Table 15)

Films were distributed to theatres and itinerant exhibitors by 26 film exchanges through 91 offices. Total receipts of these film exchanges amounted to \$19,147,575. This includes sales of advertising material and revenue from other sources. The following table gives a breakdown of total receipts.

Revenue of Film Exchanges, 1946

Total, all sources.....	\$19,147,575
Rental of 35 m.m. films.....	17,479,722
Rental of 16 m.m. films.....	1,173,170
Revenue from sale of advertising material..	370,250
Revenue from other sources.....	124,433

Film exchanges reported 2,785 new films released during the year of the following types:-

Features.....	799
News reels...	390
Cartoons.....	327
Other films..	1,269

Feature films were further broken down by country of origin and colour.

Total features.....	799	Total features.....	799
U.S.A.....	638	Black and white....	748
Great Britain.....	24	Coloured.....	51
Other Countries....	137		

Of the 91 film exchanges, 22, operated by 10 firms, handled only 16 m.m. films and these had rentals of \$994,603 in 1946.

Non-Commercial Films

Also active in the motion picture industry is the Government's National Film Board, but attendance to the Board's exhibits are free and films are of an educational or documentary nature. Through the courtesy of the Board, the following statistics relating to its operation in the year ending March 31, 1947 are presented.

In 1946-47 the National Film Board operated 67 rural circuits, each of which covered a minimum of 20 points per month. Of this number, 12 circuits in Quebec, 2 in Ontario, and 1 each in New Brunswick, Manitoba, and Alberta carried films in the French language. The Board also assisted provincial and local agencies in operating 90 supplementary circuits across Canada. The total rural audience reached during the year was 2,760,443. At showings held for students in the schools the average monthly audience was 109,957.

At March 31, 1947, there were 156 film libraries in the 9 provinces. These were operated by public libraries or community organizations for the storage and distribution of 16 m.m. films. The audience reached through this means totalled 2,481,000 for the year. There were also 195 centres in which local organizations formed film councils or committees to sponsor film distribution and projection service in the community.

The National Film Board completed and released 164 films, including newsreels and trailers, during 1946-47. Of this number 22 English and 19 French language subjects were included as regular items on entertainment programmes in more than 300 of Canada's commercial theatres. These reached an estimated audience of over 2,000,000 theatre-goers monthly. Included also in regular theatre programmes were 48 newsreels, clips, and trailers produced by the National Film Board. In addition some subjects were produced in Dutch, Spanish, and Portuguese, and these together with a large number of the English and French productions, were distributed overseas.

Table 1--Summary of Motion Picture Statistics, Canada and the Provinces, 1946

Province	No. of Theatres	Receipts (1) \$	Amusement Taxes \$	Paid Admissions No.	Employees (2)		
					Male	Female	Salaries and Wages \$
CANADA.....	1,477	59,888,972	15,052,994	227,538,798	6,813	4,143	10,466,251
Prince Edward Island.....	10	223,804	68,011	827,387	26	15	27,192
Nova Scotia.....	71	2,953,633	902,977	12,382,913	307	275	504,978
New Brunswick.....	44	1,758,866	526,784	7,341,407	178	152	266,511
Quebec.....	250	12,732,391	4,372,021	47,133,384	1,589	560	1,953,402
Ontario.....	420	25,684,210	5,129,890	96,996,280	2,685	1,600	4,518,130
Manitoba.....	137	3,433,687	803,158	14,152,362	461	410	623,811
Saskatchewan.....	240	2,889,343	631,563	10,639,915	531	285	481,455
Alberta.....	156	3,626,140	994,933	13,317,734	415	269	689,159
British Columbia (3).....	149	6,586,898	1,623,657	24,747,416	621	577	1,401,613

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon and Northwest Territories.

Table 2--Motion Picture Theatre Receipts, by Provinces, 1939 to 1946

Province	Receipts (1)							
	1939	1940	1941	1942	1943	1944	1945	1946
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA.....	33,696,244	37,474,122	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972
Prince Edward Island.....	112,158	114,590	141,317	178,480	226,902	230,550	224,697	223,804
Nova Scotia.....	1,450,395	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633
New Brunswick.....	826,285	995,487	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866
Quebec.....	6,879,509	7,335,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391
Ontario.....	15,087,239	17,087,341	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210
Manitoba.....	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687
Saskatchewan.....	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,889,343
Alberta.....	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	3,626,140
British Columbia (2).....	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	6,586,898

(1) Receipts given do not include amusement taxes or receipts of institutions.

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

(2) Includes Yukon and Northwest Territories.

Table 3.—Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1945 and 1946

Province or City	No. of Theatres		Seating Capacity 1946	Receipts (1)		Change 1945 1946	Amusement Taxes 1946
	1945	1946		1945	1946		
CANADA.....	1,323	1,477	758,642	\$ 55,430,711	\$ 59,888,972	+ 8.0	\$ 15,052,994
Prince Edward Island.....	7	10	3,896	224,697	223,304	- 0.4	68,011
Nova Scotia.....	64	71	38,465	3,112,340	2,953,633	- 5.1	902,977
Halifax.....	9	9	7,495	1,125,437	947,915	-15.8	290,716
Sydney.....	5	5	3,682	326,038	299,940	- 8.0	92,259
Other Places.....	50	57	27,288	1,660,865	1,705,778	+ 2.7	520,002
New Brunswick.....	41	44	21,381	1,702,869	1,758,866	+ 3.3	526,784
Saint John.....	6	6	5,083	551,746	544,298	- 1.3	165,668
Moncton.....	4	4	2,909	355,271	334,107	- 6.0	95,913
Other Places.....	31	34	13,389	795,852	880,461	+10.5	265,203
Quebec.....	228	250	148,572	11,490,406	12,732,391	+10.8	4,372,021
Montreal (2).....	70	70	70,880	7,608,785	8,187,894	+ 7.6	2,858,308
Quebec.....	12	12	9,066	872,454	964,326	+10.5	333,268
Three Rivers.....	4	4	3,181	208,541	254,169	+21.9	89,348
Sherbrooke.....	3	5	2,657	234,214	261,921	+11.8	70,621
St. Jean.....	3	3	2,224	123,152	145,075	+17.8	49,876
Other Places.....	136	158	60,564	2,443,260	2,919,006	+19.5	970,600
Ontario.....	414	420	282,989	23,740,894	25,684,210	+ 8.2	5,129,890
Toronto (3).....	112	111	89,395	8,144,172	8,684,312	+ 6.6	1,741,716
Hamilton.....	21	21	19,010	1,687,065	1,809,031	+ 7.2	358,418
Ottawa.....	15	15	13,709	1,508,391	1,632,721	+ 8.2	325,625
London.....	7	7	6,899	773,565	848,322	+ 9.7	169,748
Windsor.....	8	9	8,945	979,358	1,024,265	+ 4.6	206,761
Brantford.....	4	4	4,058	335,186	383,475	+14.4	78,059
Kingston.....	5	5	4,372	484,805	477,541	- 1.5	95,503
Other Places.....	242	248	136,601	9,828,552	10,824,543	+10.1	2,154,060

See footnotes on page 9

Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1945 and 1946 - (Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1946	Receipts (1)			Amusement Taxes 1946
	1945	1946		1945	1946	% Change 1946 1945	
Manitoba.....	116	137	58,022	\$ 3,066,871	\$ 3,433,687	+12.0	\$ 803,158
Winnipeg (4).....	43	44	32,440	2,360,228	2,623,152	+11.1	629,423
Other Places.....	73	93	25,582	706,643	810,535	+14.7	173,735
Saskatchewan.....	176	240	71,133	2,553,779	2,889,343	+13.1	631,563
Regina.....	6	6	5,141	615,955	643,958	+ 4.5	166,104
Saskatoon.....	6	7	5,636	495,990	549,937	+10.9	144,588
Other Places.....	164	227	60,356	1,441,834	1,695,448	+17.6	320,871
Alberta.....	149	156	54,151	3,394,488	3,626,140	+ 6.8	994,933
Edmonton.....	11	11	8,299	1,050,594	1,104,225	+ 5.1	307,111
Calgary.....	11	11	8,787	1,051,946	1,062,349	+ 1.0	296,970
Other Places.....	127	134	37,065	1,291,948	1,459,566	+13.0	390,852
British Columbia.....	128	149	80,033	6,144,367	6,586,898	+ 7.2	1,623,657
Vancouver (5).....	44	42	37,160	3,562,154	3,627,341	+ 1.8	908,757
New Westminster.....	5	5	3,563	300,657	331,536	+10.2	81,178
Trail.....	3	3	2,168	95,742	108,812	+13.7	27,086
Victoria.....	6	7	6,488	675,923	693,186	+ 2.6	173,553
Other Places (6).....	70	92	30,554	1,509,891	1,826,223	+21.0	433,083

(1) Not including amusement taxes.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes Forest Hill, Leaside, Scarboro and Swansea.

(4) Includes St.James, Norwood, St.Boniface and St.Vital.

(5) Includes North Vancouver and West Vancouver.

(6) Includes Yukon and Northwest Territories.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946

Province or City	Admissions			Potential Admissions 1946	Average Capacity Utilized 1946	Average Admission Price (1) 1946
	1945	1946	% Change 1946 1945			
CANADA.....	215,573,267	227,538,798	+ 5.6	605,665,301	37.6	26.3
Prince Edward Island.....	853,323	827,380	- 3.1	2,002,076	41.3	27.0
Nova Scotia.....	12,510,936	12,382,913	- 1.0	32,261,320	38.4	23.9
Halifax.....	4,503,196	3,838,539	-14.8	8,652,228	44.4	24.7
Sydney.....	1,307,334	1,230,647	- 5.9	3,491,280	35.2	24.4
Other Places.....	6,700,406	7,313,727	+ 9.2	20,117,812	36.4	23.3
New Brunswick.....	7,201,930	7,341,407	+ 1.9	17,918,851	41.0	24.0
Saint John.....	2,472,264	2,406,701	- 2.7	5,952,648	40.4	22.6
Moncton.....	1,364,948	1,291,059	- 5.4	3,439,800	37.5	25.9
Other Places.....	3,364,718	3,643,647	+ 8.3	8,526,403	42.7	24.2
Quebec.....	43,720,321	47,133,384	+ 7.8	135,589,782	34.8	27.0
Montreal (2).....	28,627,542	29,934,401	+ 4.6	83,943,988	35.7	27.4
Quebec.....	3,592,043	3,826,986	+ 6.5	11,173,162	34.3	25.2
Three Rivers.....	821,300	991,352	+20.7	3,070,704	32.3	25.6
Sherbrooke.....	970,413	1,066,199	+ 9.9	2,643,732	40.3	24.6
St. Jean.....	453,200	536,239	+18.3	2,128,388	25.2	27.1
Other Places.....	9,255,823	10,778,207	+16.4	32,629,808	33.0	27.1
Ontario.....	91,817,463	96,996,280	+ 5.6	251,224,506	38.6	26.5
Toronto (3).....	30,708,520	32,161,976	+ 4.7	78,183,510	41.1	27.0
Hamilton.....	6,494,420	6,784,673	+ 4.5	17,452,656	38.9	26.7
Ottawa.....	6,167,857	6,684,783	+ 8.4	17,149,272	39.0	24.4
London.....	2,891,293	2,992,391	+ 3.5	7,471,620	40.1	28.3
Windsor.....	3,562,192	3,647,640	+ 2.4	12,090,408	30.2	28.1
Brantford.....	1,407,397	1,523,592	+ 8.3	4,059,120	37.5	25.2
Kingston.....	1,874,942	1,765,086	- 5.9	5,145,504	34.3	27.1
Other Places.....	38,710,842	41,436,139	+ 7.0	109,672,416	37.8	26.1

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946--(Cont'd.)

Province or City	Admissions			Potential Admissions 1946	Average Capacity Utilized 1946	Average Admission Price (1) 1946
	1945	1946	% Change 1946 1945			
Manitoba.....	12,920,505	14,152,362	+ 9.5	42,665,329	% 33.2	24.3
Winnipeg (4).....	9,838,098	10,624,879	+ 8.0	33,652,801	31.6	24.7
Other Places.....	3,082,407	3,527,483	+14.4	9,012,528	39.1	23.0
Saskatchewan.....	9,826,778	10,639,915	+ 8.3	29,225,103	36.4	27.2
Regina.....	2,283,867	2,329,125	+ 2.0	6,096,480	38.2	27.6
Saskatoon.....	1,959,486	2,040,791	+ 4.1	6,516,180	31.3	26.9
Other Places.....	5,583,425	6,269,999	+12.3	16,612,443	37.7	27.0
Alberta.....	12,931,257	13,317,734	+ 3.0	33,370,838	39.9	27.2
Edmonton.....	4,128,576	4,199,650	+ 1.7	9,152,208	45.9	26.3
Calgary.....	3,811,849	3,779,638	- 0.8	11,669,294	32.4	28.1
Other Places.....	4,990,832	5,338,446	+ 7.0	12,549,336	42.5	27.3
British Columbia.....	23,790,154	24,747,416	+ 4.0	61,407,396	40.3	26.6
Vancouver (5).....	13,900,657	13,968,940	+ 0.5	34,961,469	40.0	26.0
New Westminster.....	1,258,964	1,365,910	+ 8.5	3,362,736	40.6	24.3
Trail.....	456,860	504,687	+10.5	1,310,016	38.5	21.6
Victoria.....	2,532,203	2,532,270	(x)	7,590,714	33.4	27.4
Other Places (6).....	5,641,470	6,375,609	+13.0	14,182,461	45.0	28.6

(1) Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes Forest Hill, Leaside, Scarborough and Swansea.

(4) Includes St. James, Norwood, St. Boniface and St. Vital.

(5) Includes North Vancouver and West Vancouver.

(6) Includes Yukon and Northwest Territories.

(x) Less than .05 per cent.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1946

Province and Number of Weeks in Operation	Total Persons		Total Payroll	Proprietors, Firm and Family Members				Projectionists	
	Proprietors	Employees		Total	Without Salary		No.	Salaries	
					Male	Female			
1945.....	981	8,768	9,285,963	139	54	308,850	530	1,590	3,043,459
1944.....	1,036	10,115	9,125,974	186	78	404,545	606	1,656	3,199,172
1945.....	1,103	10,350	10,034,855	194	89	372,538	562	1,679	3,290,647
1946.....	1,270	10,956	10,908,068	232	107	441,819	621	1,840	3,565,839
Total, All Theatres, Full-time--(Theatres operated 300 days & over) Total.....	533	9,390	10,297,144	156	62	391,118	219	1,452	3,328,151
Prince Edward Island	-	-	-	-	-	-	-	-	-
Nova Scotia.....	20	511	507,151	8	-	17,140	9	71	130,555
New Brunswick.....	17	299	271,569	5	2	12,055	5	43	70,581
Quebec.....	139	1,960	2,018,290	54	17	138,239	49	300	479,619
Ontario.....	190	4,047	4,439,065	50	27	151,428	85	557	1,504,641
Manitoba.....	26	672	605,657	5	-	26,168	12	87	195,807
Saskatchewan.....	37	360	471,483	6	1	8,252	19	77	147,004
Alberta.....	74	543	683,797	21	7	38,068	28	130	270,379
British Columbia (1)	32	998	1,320,126	7	8	20,368	12	187	529,585
Part-time--(Theatres operated less than 300 days) Total.....	735	1,566	\$10,924	76	43	50,099	402	388	235,688
Prince Edward Island	11	41	27,192	-	-	-	10	6	6,160
Nova Scotia.....	23	71	21,391	4	3	6,424	12	11	4,302
New Brunswick.....	15	31	8,995	5	1	1,998	6	12	4,461
Quebec.....	95	189	85,652	13	6	12,301	55	51	30,139
Ontario.....	49	238	166,040	2	2	5,550	31	46	57,766
Manitoba.....	118	199	48,465	6	8	4,143	66	55	21,074
Saskatchewan.....	246	456	99,262	33	15	11,041	116	116	39,841
Alberta.....	125	141	50,788	10	3	7,358	73	47	29,372
British Columbia (1)	53	200	103,139	3	5	1,284	33	44	42,573

1) Includes Yukon and Northwest Territories.

(1) Includes Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1946--(Cont'd.)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees		
	Number	Salaries \$	Number	Salaries \$	Male	Female	Salaries and Wages \$
1943.....	150	50,298	121	245,446	4,102	3,805	5,617,715
1944.....	200	65,134	109	214,865	4,133	4,017	5,901,554
1945.....	217	68,429	100	212,890	4,334	4,020	6,091,752
1 9 4 6							
Total, All Theatres.....	220	69,605	95	156,951	4,658	4,143	6,675,856
Full-time--(Theatres operated 300 days and over)							
Total.....	121	53,481	83	146,410	4,071	3,663	6,377,384
Prince Edward Island.....	-	-	-	-	-	-	-
Nova Scotia.....	13	4,867	1	2,361	172	254	352,248
New Brunswick.....	13	5,211	-	-	97	146	183,722
Quebec.....	31	15,679	19	26,793	1,077	533	1,357,960
Ontario.....	35	19,636	33	80,657	1,894	1,528	2,752,706
Manitoba.....	15	3,916	15	8,130	226	329	371,636
Saskatchewan.....	5	1,724	3	6,061	131	144	238,445
Alberta.....	4	1,073	-	-	175	234	374,277
British Columbia (1).....	5	1,375	12	22,408	299	495	746,390
Part-time--(Theatres operated less than 300 days)							
Total.....	99	16,124	12	10,541	587	480	298,472
Prince Edward Island.....	3	1,199	1	1,428	16	15	18,405
Nova Scotia.....	1	400	1	125	37	21	10,140
New Brunswick.....	3	497	-	-	10	6	2,039
Quebec.....	15	2,721	6	963	90	27	39,528
Ontario.....	8	1,583	2	6,748	110	72	94,393
Manitoba.....	14	2,725	1	15	48	81	20,508
Saskatchewan.....	37	4,937	-	-	162	141	43,443
Alberta.....	9	1,067	-	-	50	35	12,991
British Columbia (2).....	9	995	1	1,262	64	22	57,025

(1) Includes Yukon and Northwest Territories.

Table 6--Number of Theatres, Receipts, Taxes and Admissions for Motion Picture Theatres
Classified According to Size of Projection Equipment Used, by Provinces, Canada, 1946

Province	Theatres using 35 MM. Equipment				Theatres using 16 MM. Equipment			
	No.	Receipts \$	Amusement Taxes \$	Admissions No.	No.	Receipts (1) \$	Amusement Taxes \$	Admissions No.
CANADA.....	1,379	59,612,170	14,996,018	226,521,336	93	276,802	56,976	1,017,468
Prince Edward Island	10	223,801	63,011	827,387	-	-	-	-
Nova Scotia.....	69	2,945,522	900,379	12,344,622	2	(x)	(x)	(x)
New Brunswick.....	42	1,755,980	525,937	7,328,904	2	(x)	(x)	(x)
Quebec.....	238	12,642,795	4,341,985	46,773,775	12	89,596	30,036	359,609
Ontario.....	416	25,574,905	5,128,081	96,959,429	4	9,405	1,809	36,851
Manitoba.....	135	3,431,051	802,612	14,140,246	2	(x)	(x)	(x)
Saskatchewan.....	194	2,825,383	628,477	10,393,695	46	67,960	3,086	246,220
Alberta.....	148	3,584,096	983,104	13,176,184	8	42,044	11,829	141,550
British Columbia (2).....	127	6,528,734	1,617,432	24,577,094	22	50,164	6,225	170,322

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 7--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940, 1944, 1945 and 1946

Year and Number of Theatres Under Same Ownership	Theatres		Receipts (1)		Admissions	
	Number	%	Amount \$	%	Number	%
1930 --						
One.....	915	100.0	38,130,100	100.0	-	-
Two and Three.....	656	71.7	15,772,000	41.4	-	-
Four and over.....	92	10.1	6,390,200	16.7	-	-
	167	18.2	15,967,900	41.9	-	-
Total.....	1,229	100.0	37,474,122	100.0	151,590,799	100.0
1940 --						
One.....	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three.....	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen.....	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over.....	293	23.8	19,967,041	53.3	71,621,034	47.2
Total.....	1,298	100.0	53,173,325	100.0	208,167,180	100.0
1944 --						
One.....	595	45.8	8,138,855	15.3	45,363,046	21.8
Two and three.....	179	13.8	5,346,022	10.1	21,256,784	10.2
Four to nineteen.....	201	15.5	9,247,363	17.4	37,699,189	18.1
Twenty and over.....	323	24.9	30,441,085	57.2	103,848,161	49.9
Total.....	1,323	100.0	55,450,711	100.0	215,573,267	100.0
1945 --						
One.....	618	46.7	10,417,521	18.8	46,231,666	21.4
Two and three.....	178	13.5	5,374,438	9.7	21,134,158	9.8
Four to nineteen.....	156	11.8	6,329,831	11.4	26,332,493	12.2
Twenty and over.....	371	28.0	33,308,921	60.1	121,874,950	56.6
Total.....	1,477	100.0	59,888,972	100.0	227,538,798	100.0
1946 --						
One.....	740	50.1	11,504,344	19.2	48,845,548	21.5
Two and three.....	194	13.1	5,669,115	9.5	21,490,987	9.4
Four to nineteen.....	172	11.7	7,153,795	11.9	29,160,933	12.8
Twenty and over.....	371	25.1	35,561,718	59.4	128,041,330	56.3

(1) Excluding taxes.

Table 9--Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Regions, Canada, 1946

Region	All Theatres Number or Amount	Proportion of Single- and Double-Feature Performances							
		All Single		50%-99%		1% to 49%			
		Number or Amount	% of total	Number or Amount	% of total	Number or Amount	% of total		
CANADA --									
Number.....	1,477	393	26.6	545	36.9	229	15.5	310	21.0
Receipts(1).....	\$ 59,888,972	14,687,878	24.5	15,001,281	25.0	9,824,181	16.5	20,375,632	34.0
Admissions.....	227,538,798	46,219,617	20.3	53,037,729	23.4	43,805,576	19.3	84,476,076	37.1
Maritime Provinces --									
Number.....	125	47	37.6	53	42.4	16	12.8	9	7.2
Receipts(1).....	\$ 4,936,303	1,919,320	38.9	1,669,512	33.8	835,675	16.9	511,796	10.4
Admissions.....	20,551,707	7,079,685	34.4	7,223,178	35.2	3,939,621	19.2	2,309,223	11.2
Quebec --									
Number.....	250	42	16.8	68	27.2	39	15.6	101	40.4
Receipts(1).....	\$ 12,732,391	1,914,559	15.0	1,739,914	13.7	1,565,598	12.3	7,512,320	59.0
Admissions.....	47,133,384	5,331,306	11.3	5,729,675	12.2	6,270,005	13.3	29,802,398	63.2
Ontario --									
Number.....	420	39	9.3	147	35.0	92	21.9	142	33.8
Receipts(1).....	\$ 25,684,210	5,453,140	21.3	7,263,863	28.3	3,940,662	15.3	9,021,545	35.1
Admissions.....	96,996,280	16,445,681	17.0	24,559,105	25.3	17,596,396	18.1	38,395,098	39.6
Prairie Provinces --									
Number.....	533	225	42.2	227	42.6	45	8.4	36	6.8
Receipts(1).....	\$ 9,949,170	3,682,376	37.0	2,804,689	28.2	1,600,510	16.1	1,861,595	18.7
Admissions.....	38,110,611	12,333,803	32.4	10,365,121	27.2	7,402,822	19.4	8,008,265	21.0
British Columbia(2) --									
Number.....	149	40	26.8	50	33.6	37	24.8	22	14.8
Receipts(1).....	\$ 6,586,898	1,713,483	26.0	1,523,303	23.1	1,881,736	28.6	1,468,376	22.3
Admissions.....	24,747,416	5,029,142	20.3	5,160,650	20.9	8,596,532	34.7	5,961,092	24.1
Including taxes									

(1) Excluding taxes.

(2) Includes Yukon and Northwest Territories.

Table 10--Distribution of Theatres According to General Evening Adult Price of Admission (including tax) by Provinces, 1946

Province	Total Theatres	Price of Admission (1)									
		Less than 20¢	20¢ to 21¢	21¢ to 22¢	22¢ to 23¢	23¢ to 24¢	24¢ to 25¢	25¢ to 26¢	26¢ to 27¢	27¢ to 28¢	28¢ to 29¢
CANADA.....	1,477	12	23	3	3	134	12	8	339	35	351
Prince Edward Island...	10	-	-	-	-	-	1	2	2	1	3
Nova Scotia.....	71	-	-	-	-	3	1	-	15	8	13
New Brunswick.....	44	-	-	1	2	3	1	1	17	3	8
Quebec.....	250	2	3	-	-	15	6	2	44	2	88
Ontario.....	420	5	13	-	-	65	1	1	115	4	79
Manitoba.....	137	4	3	-	-	22	-	-	81	3	6
Saskatchewan.....	240	-	2	-	-	9	2	2	23	4	84
Alberta.....	156	-	-	-	-	1	-	-	14	9	27
British Columbia (2)...	149	1	2	-	-	16	-	-	28	1	23

(1) General adult evening admission price including tax. This differs from the corresponding table in previous years' reports where the average admission price excluding tax was used.
 (2) Includes Yukon and Northwest Territories.

Table 11--Distribution of Theatres According to Number of Features shown in Year and Total Number of Features shown, by Provinces, Canada, 1946

Province	Total Theatres	Number of Feature Films Shown						Total Number of Features Shown by Theatres
		Less than 26 films	26 to 78	79 to 130	131 to 182	183 to 234	235 to 286	
CANADA.....	1,477	41	396	296	197	376	62	210,482
Prince Edward Island.....	10	-	6	3	1	-	-	774
Nova Scotia.....	71	-	9	16	21	14	-	11,689
New Brunswick.....	44	-	6	6	12	15	2	7,363
Quebec.....	250	8	44	31	37	78	20	43,278
Ontario.....	420	5	31	78	67	173	18	75,601
Manitoba.....	137	6	59	33	8	27	-	14,594
Saskatchewan.....	240	16	150	49	13	11	-	17,220
Alberta.....	156	1	59	42	25	22	4	17,735
British Columbia (1).....	149	5	32	38	13	36	16	22,228

(1) Includes Yukon and Northwest Territories.

Table 12--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1939-1944 and by Provinces, 1945 and 1946

Year and Province	Total Theatres	Number of Weeks in Operation and Days per Week														Less than 20 Weeks	
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks			1-2 Days			
		6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days		1-2 Days
1939.....	1,183	802	114	267	700	79	110	60	21	79	18	9	65	24	5	13	
1940.....	1,229	832	117	280	757	84	104	41	20	95	12	8	74	22	5	7	
1941.....	1,240	864	126	250	756	85	102	54	24	82	28	11	62	26	6	4	
1942.....	1,247	880	123	244	823	95	111	37	16	75	13	4	50	7	8	9	
1943.....	1,265	898	119	248	845	91	125	34	20	73	9	4	47	10	4	3	
1944.....	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7	7	12	
1945																	
1946																	
CANADA.....	1,323	925	125	273	852	95	158	53	19	68	5	9	39	15	2	8	
Prince Edward Island..	7	4	-	3	3	-	3	-	-	-	1	-	-	-	-	-	
Nova Scotia.....	64	51	6	7	44	6	4	2	-	1	-	-	2	1	-	-	
New Brunswick.....	41	32	5	4	30	2	3	2	3	1	-	-	-	-	-	-	
Quebec.....	228	178	27	23	160	19	9	13	4	7	3	3	4	2	1	3	
Ontario.....	414	383	20	11	364	17	10	13	1	-	-	2	-	6	-	1	
Manitoba.....	116	64	17	35	56	13	23	5	1	7	-	2	5	3	1	-	
Saskatchewan.....	176	45	26	105	39	24	59	4	1	25	-	1	20	2	-	1	
Alberta.....	149	69	14	66	65	9	38	3	5	20	1	-	6	-	-	2	
British Columbia (1)...	128	99	10	19	91	5	9	7	4	7	-	1	2	1	-	1	
CANADA.....	1,477	969	165	343	874	124	178	48	14	90	23	17	55	24	10	20	
Prince Edward Island..	10	3	2	5	-	-	2	3	2	-	-	-	3	-	-	-	
Nova Scotia.....	71	55	9	7	53	8	4	-	-	2	1	-	1	1	1	-	
New Brunswick.....	44	34	6	4	32	2	4	1	2	-	-	1	-	1	1	-	
Quebec.....	250	193	36	21	164	23	6	12	-	7	8	10	4	9	3	4	
Ontario.....	420	396	13	11	366	11	9	18	2	1	7	-	-	5	-	1	
Manitoba.....	137	68	26	43	58	19	24	7	2	10	1	3	8	2	2	1	
Saskatchewan.....	240	52	39	149	41	33	74	2	2	36	4	1	28	5	3	1	
Alberta.....	156	69	19	68	68	15	38	1	3	24	-	1	5	-	-	1	
British Columbia (1)...	149	99	15	35	92	13	17	4	1	10	2	1	6	1	-	2	

+ Includes 7-day week operation in the Province of Quebec.

(1) Includes Yukon and Northwest Territories.

Table 13--Thirty-two Motion Picture Exhibitors, Classified According to Size of Projection Equipment Used,
by Provinces, Canada, 1945 and 1946

Year and Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.
1945 (2)	5	(x)	4,566	49,958	162	353,045	80,918	1,531,341
CANADA	2	(x)	1,489	12,435	-	-	-	-
Prince Edward Island.....	-	-	-	-	8	28,192	11,334	135,302
Nova Scotia.....	-	-	-	-	4	3,925	780	14,505
New Brunswick.....	-	-	-	-	22	35,283	9,136	126,223
Quebec.....	-	-	-	-	45	98,510	23,698	459,750
Ontario.....	-	-	-	-	8	6,904	1,327	27,778
Manitoba.....	-	-	-	-	37	83,191	15,504	382,148
Saskatchewan.....	-	-	-	-	25	58,207	11,939	290,032
Alberta.....	-	-	-	-	13	38,833	7,200	95,603
British Columbia (3).....	3	12,315	3,077	37,523				
1946	13	49,905	10,094	196,548	275	564,380	121,599	2,221,442
CANADA	2	(x)	(x)	(x)	-	-	-	-
Prince Edward Island.....	-	-	-	-	21	62,238	20,753	281,789
Nova Scotia.....	-	-	-	-	7	11,490	3,087	40,593
New Brunswick.....	3	17,411	2,210	81,068	26	37,865	8,818	133,119
Quebec.....	-	-	-	-	64	164,144	31,053	656,036
Ontario.....	2	(x)	(x)	(x)	18	20,553	4,368	87,807
Manitoba.....	1	(x)	(x)	(x)	79	111,669	19,023	480,582
Saskatchewan.....	-	-	-	-	38	80,355	18,421	330,877
Alberta.....	5	14,762	3,280	36,534	22	76,066	16,076	210,639
British Columbia (3).....								

(1) Excluding amusement taxes.

(2) Revised.

(3) Includes Yukon and Northwest Territories.

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in totals.

Table 14--Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed, by Provinces, Canada, 1945 and 1946

Province	1945				1946			
	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA.....	24	8	7	+ 25	162	12	20	+154
Prince Edward Island..	-	-	-	-	3	-	-	+ 3
Nova Scotia.....	-	-	-	-	3	-	-	+ 3
New Brunswick.....	-	-	-	-	6	1	-	+ 7
Quebec.....	5	-	2	+ 3	27	2	7	+ 22
Ontario.....	2	5	2	+ 5	9	1	4	+ 6
Manitoba.....	2	-	1	+ 1	21	1	1	+ 21
Saskatchewan.....	9	1	1	+ 9	63	7	6	+ 64
Alberta.....	4	1	-	+ 5	9	-	2	+ 7
British Columbia (2).. 1	2	1	1	+ 2	21	-	-	+ 21

(1) Includes community halls in Quebec and the Prairie Provinces in which permanent projection

equipment was installed during the year. Also theatres opened late in 1945 which were

not included in the previous year's report.

(2) Includes Yukon and Northwest Territories.

Table 15--Principal Statistics for Film Exchanges in Canada, 1930 and 1934 to 1946

Year	No. of Exchange Offices	No. of Employees		Salaries & Wages		Total Receipts		
		Male	Female	Male	Female	Film Rentals (1)	Advertising (2)	Other Sources (2)
1930.....	59	372	291	\$ 1,074,700		\$ 9,536,200		\$
1934.....	60	344	230	923,400		7,370,200		
1935.....	61	358	249	953,700		7,404,500		
1936.....	66	377	265	1,011,200		8,358,900		
1937.....	63	380	256	1,062,900		9,471,100		
1938.....	62	385	263	1,081,900		10,218,700		
1939.....	67	414	275	1,125,800		10,315,500		
1940.....	72	442	296	\$10,407	413,095	11,445,167	385,504	50,224
1941.....	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942.....	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943.....	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944.....	88 (3)	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945.....	86 (3)	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946.....	91 (4)	505	449	1,440,177	668,997	18,652,892	370,250	124,433

(1) Includes receipts from advertising and other sources previous to 1940.

(2) Figures for years previous to 1940 included with "Film Rentals".

(3) Operated by 23 film exchange companies.

(4) Operated by 26 film exchange companies.

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

MOTION PICTURE THEATRES
EXHIBITORS AND DISTRIBUTORS
1947



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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

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MOTION PICTURE THEATRES, 1947
(Preliminary Report)

This bulletin is being issued in advance of the annual report on Motion Picture Exhibitors and Distributors for 1947 and contains data by provinces on number of theatres, receipts, taxes and admissions. Figures are subject to revision in the final bulletin which will be published shortly and will contain more detailed statistics on motion picture exhibitors and distributors.

Summary of Motion Picture Statistics, by Provinces, 1947

Province	No. of Theatres	Receipts (1)	Amusement Taxes	Paid Admissions
		\$	\$	No.
CANADA	1,693	62,278,573	16,375,226	220,714,785
Prince Edward Island	14	255,835	75,292	920,033
Nova Scotia	79	2,666,189	771,857	10,683,793
New Brunswick	59	1,773,904	547,691	7,027,133
Quebec	319	13,919,917	4,743,498	48,864,876
Ontario	472	26,483,044	5,977,181	93,137,140
Manitoba	146	3,526,223	864,826	13,054,600
Saskatchewan	254	2,890,727	624,372	10,155,603
Alberta	178	3,707,668	1,046,424	12,809,597
British Columbia (2)	172	7,055,066	1,724,085	24,062,010

(1) Not including amusement taxes.

(2) Includes Yukon and Northwest Territories.

TABLE OF CONTENTS

Page

Motion Picture Theatres	1
Itinerant Exhibitors	3
Per Capita Expenditure on Motion Picture Entertainment	4
Drive - In Theatres	5
Legitimate Theatres	5
Film Exchanges	5
Non-Commercial Films	6
Table 1. - Summary of Motion Picture Theatre Statistics, by Provinces, 1947	7
Table 2. - Motion Picture Theatre Receipts, by Provinces, 1940 to 1947	7
Table 3. - Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1946 and 1947	8
Table 4. - Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1946 and 1947 .	10
Table 5. - Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation, by Provinces, 1947	12
Table 6. - Number of Theatres, Receipts, Taxes and Admissions for Motion Picture Theatres Classified According to Size of Projection Equipment Used, by Provinces, 1947	14
Table 7. - Motion Picture Theatres Classified According to Number of Theatres under same Ownership, Canada, 1930, 1940, 1945, 1946, and 1947	15
Table 8. - Number of Single- and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1946 and 1947.	16
Table 9. - Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Regions, 1947	17
Table 10. - Distribution of Theatres According to General Evening Adult Price of Admission (including tax), by Provinces, 1947	18

TABLE OF CONTENTS (Cont'd)

	<u>Page</u>
Table 11. - Distribution of Theatres According to Number of Features shown in Year, by Provinces, 1947	18
Table 12. - Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1939 - 1945 and by Provinces, 1946 and 1947.	19
Table 13. - Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed, by Provinces, 1946 and 1947	20
Table 14. - Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used, by Provinces, 1946 and 1947	21
Table 15. - Principal Statistics for Film Exchanges in Canada, 1930 and 1934 - 1947	22

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MOTION PICTURE EXHIBITORS AND DISTRIBUTORS IN CANADA, 1947

MOTION PICTURE THEATRES

General Summary

Motion picture houses in Canada had gross receipts of \$78,684,681 in 1947, surpassing the 1946 volume of \$74,941,966 by 5%. Of this amount, \$15,819,402 went to the Dominion and Provincial Governments in taxes, leaving receipts for motion picture theatres of \$62,865,279.

A net increase over 1946 of 216 theatres was recorded, bringing the number of motion picture houses in Canada to 1,693 in 1947, with a seating capacity of 834,360 compared with 758,642 seats reported by 1,477 theatres in 1946. Twenty-seven theatres closed their doors while 233 new theatres came into operation and 10 others re-opened. The increase in number of theatres occurred mainly in smaller localities, which registered an increase of 20% in number of theatres compared with a gain of 2% for 29 of the larger cities across the country.

Attendance at motion picture houses during the year, however, numbered only 220,857,594, a decline of 3% from the 227,538,798 paid admissions recorded for 1946.

The above figures, and those shown in the main tables of this report, include 163 locations in which 16 m.m. equipment was used but do not include locations operated by itinerant exhibitors, theatres whose main revenue was derived from stage performances, nor drive-in theatres. Statistics for these are presented separately in later sections of this report.

Receipts and Admissions by Provinces (Tables 3 and 4)

Receipts of motion picture houses in Canada increased 5% between 1946 and 1947, with gains being recorded in all provinces except Nova Scotia where receipts were 10% below 1946. Gains of less than one per cent were reported for New Brunswick and Saskatchewan, while in Quebec and Prince Edward Island, receipts were 9% and 14% respectively above those for 1946.

On the other hand, attendance at motion picture houses dropped in 1947, the 220,857,594 paid admissions reported for that year being 3% below the 227,538,798 shown in 1946. Quebec and Prince Edward Island were the only provinces in which admissions showed an increase between 1946 and 1947. Nova Scotia theatre attendance was down 14% and Manitoba, 8%, from 1946 while declines ranging between 2.7% and 4.4% were recorded for the other provinces.

Receipts and Admissions for Selected Cities (Tables 3 and 4.)

While increased receipts were recorded for most of the larger cities across Canada with the exception of those in the Maritime Provinces and Saskatchewan, the gains recorded for other smaller localities in most cases exceeded those in the larger centres. Theatre receipts in Halifax, Sydney, Saint John, Moncton, Sherbrooke, Ottawa, Regina, Saskatoon, and Calgary dropped below the 1946 figures, while greater than average gains were shown for Three Rivers, Brantford, Kitchener, St. Catharines, Sarnia, Sudbury, and New Westminster.

Average Capacity Utilized

The potential seating capacity for the year for the 1,693 houses included in the 1947 tabulations was 645,136,682. This is obtained by multiplying the seating capacity of each theatre by the number of performances given. The actual attendance of 220,857,594, therefore, utilized only 34.2% of the potential capacity of these theatres. This percentage was lower than that for the past four years but was still higher than that of 1941 and 1942. The average capacity utilized for these years was as follows:

1941 - 31.0%	1945 - 36.5%
1942 - 32.4%	1946 - 37.6%
1943 - 35.7%	1947 - 34.2%
1944 - 35.9%	

Employment in Motion Picture Houses (Table 5)

There were 13,277 persons employed during the year 1947 in motion picture houses, of which number, 1,373 were proprietors or family members and 11,904 were paid employees. Of the 11,904 paid employees, 9,797 were engaged in the operation of theatres which were open 300 days or more during the year and these received \$10,854,840 in salaries and wages. Part-time houses, those operating less than 300 days during the year, employed another 2,938 persons of whom 831 were proprietors and family members and 2,107 were paid employees. The latter received \$733,103 for their services. Projectionists and assistant projectionists in all theatres numbered 2,201 and drew salaries and wages of \$4,067,705.

Size of Equipment (Table 6)

The number of houses using 16 m.m. equipment increased from 98 in 1946 to 163 in 1947, and receipts for these locations amounted to \$381,834 after taxes amounting to \$70,996 had been paid. Admissions to 16 m.m. locations during the year numbered 1,307,489 persons.

Most of these locations are halls which are used for the showing of films, often by community clubs or lodges, boards of trade, industrial firms and church organizations. These figures do not include halls used by itinerant exhibitors for which separate figures are presented in a later section of this bulletin.

There were 40 houses using 16 m.m. equipment in Saskatchewan in 1947, 6 less than were reported in this province for 1946, but all other provinces reported more locations using this type of equipment than in the previous year. Ontario had 26 such locations in 1947 compared with 4 in 1946.

Ownership (Table 7)

Of the 1,693 theatres in 1947, 893 or 52.8% were owned by individuals or firms operating only one theatre and these accounted for 18% of all theatre receipts and 21% of admissions. Theatres operated by firms owning two or three theatres comprised 11.6% of all theatres and had 9% of receipts and admissions. Another 11.9% of the theatres were operated by firms with from four to nineteen theatres and these were responsible for 12% of total theatre receipts and 13% of admissions. The remaining 23.7% of the theatres was composed of chains of 20 or more theatres and this group obtained 61% of total receipts and 57% of total theatre attendance.

Single and Double Performances (Tables 8 and 9)

The proportion of total performances which were double feature bills, while still in the majority, showed a continued falling off. In 1947, 53% of all performances were double feature compared with 57% in 1946 and 59% in 1945. Quebec, Ontario, and Manitoba were responsible for the greater proportion of double feature programs. Single feature bills predominated in all other provinces.

Price of Admission (Table 10)

An increase in the prices of admission to theatres was indicated both in the average admission price (excluding taxes) which advanced from 26.3 cents in 1946 to 28.5 cents in 1947 and in the general adult evening admission price including taxes. Whereas the 1946 figures indicate that the general evening adult admission price (including tax) was 35 cents or higher at approximately 62% of all theatres, the admission price was in that range for about 81% of all theatres in 1947.

ITINERANT EXHIBITORS (Table 14)

Exhibitors using portable equipment and showing motion pictures in more than one town or village are classed as itinerant exhibitors for purposes of this report. There were 242 such operators in 1947, a drop from the 288 which reported for 1946. Receipts amounted to \$450,835 with an additional amount of \$99,725 being collected in taxes. Attendance numbered 1,667,170 at these performances which were given in 1,101 towns distributed as follows:

Prince Edward Island	14
Nova Scotia	152
New Brunswick	74
Quebec	75
Ontario	170
Manitoba	97
Saskatchewan	244
Alberta	200
British Columbia	75
Canada	1,101

Most of these exhibitors used 16 m.m. projection equipment but 9 reported using 35 m.m. projectors. Separate statistics for each size of equipment by provinces are given in Table 14.

PER CAPITA EXPENDITURE
on Motion Picture Entertainment in Canada, 1939 - 1947

Expenditure on motion picture entertainment in Canada in 1947 amounted to \$6.30 per person compared with \$6.15 in 1946 and \$5.01 in 1942. Expenditures in the various provinces ranged from \$3.68 in Prince Edward Island to \$8.29 in British Columbia. Increases in per capita expenditure over 1946 were recorded for all provinces except Nova Scotia, New Brunswick, and Saskatchewan.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1939-1947

Province	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946	(2) 1947
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15	6.30
Prince Edward Island ...	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17	3.68
Nova Scotia	2.59	3.27	3.82	4.55	5.89	6.68	6.73	6.56	6.44	5.65
New Brunswick	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79	4.75
Quebec	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73	5.04
Ontario	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56	7.78
Manitoba	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88	5.96
Saskatchewan	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39	4.31
Alberta	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.34	5.88	5.89
British Columbia (3) ..	4.83	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10	8.29

- (1) Based on total receipts of regular theatres and itinerant operators (exclusive of amusement taxes).
 (2) Based on total receipts of regular theatres and itinerant exhibitors (including amusement taxes).
 (3) Includes Yukon and Northwest Territories.

DRIVE-IN THEATRES

Six drive-in theatres, 5 in Ontario and 1 in British Columbia, in operation in 1947 reported gross receipts (including taxes) of \$316,461. Of this amount \$55,083 was turned over to Dominion and Provincial Governments in taxes, leaving net receipts of \$261,378. These six drive-ins had accomodation for 4,450 cars and were attended by 637,091 persons during the year.

LEGITIMATE THEATRES

There were five theatres whose main source of revenue was stage performances rather than motion pictures and these had net receipts of \$1,079,931 and collected an additional \$234,810 in taxes. Attendance at these theatres numbered 702,611. These figures are considerably lower than those for 1946 when the same five theatres had net receipts of \$1,121,628 and an attendance of 956,473.

FILM EXCHANGES (Table 15)

Films were distributed to theatres and itinerant exhibitors by 29 film exchanges through 114 offices situated across Canada. Gross receipts of these film exchanges amounted to \$20,119,069, an increase of 5% over the \$19,147,575 reported for 1946. This revenue was derived as follows:

Rental of 35 m.m. films	\$18,284,074
Rental of 16 m.m. films	1,180,632
Revenue from sales of advertising material	429,455
Revenue from other sources	224,908

Film exchanges reported 2,452 new films released during 1947 compared with 2,785 in 1946. These films were of the following types:

	<u>1946</u>	<u>1947</u>
Features	799	930
News reels	390	391
Cartoons	327	385
Other films	1,269	746

The 930 feature films were further segregated as to country of origin and colour as follows:

U. S. A.	706	Black and white	852
Great Britain	61	Coloured	78
Other countries	163		

Of the 114 film exchange offices, 31 operated by 11 firms handled only 16 m.m. films and these had rentals of \$1,005,276 in 1947.

NON-COMMERCIAL FILMS

Also active in the motion picture industry is the Government's National Film Board, but attendance to the Board's exhibits are free and films are of an educational or documentary nature. Through the courtesy of the Board, the following statistics relating to its operation in the year ending March 31, 1948 are presented.

The National Film Board completed and released 167 films, excluding newsreels and trailers, during 1947-48. These cover a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and the creative arts.

During 1947-48 the distribution of films for non-theatrical use in Canada was carried out largely through two channels: (1) in rural areas through rural film circuits, and (2) in urban areas through film libraries. Stress was laid on the development of self-sustaining community film activity. Sixty rural circuits were operated by National Film Board field representatives throughout Canada, and 100 circuits carrying Film Board programs were operated by other organizations with assistance from the Film Board. Of the 60 regular circuits, 8 in Quebec and 1 each in New Brunswick, Ontario, Manitoba, and Alberta carried French programs. By the end of the fiscal year there were 201 film libraries across the country operated by public libraries or community organizations, which served as local sources or distributing centres for films. Film councils, which work closely with film libraries and National Film Board field representatives, were active in more than 200 centres across the Dominion to sponsor film distribution and projection service in the community. The number of audiences reached during the fiscal year by these various means was 80,484, an increase of 51% over the preceding year. The total audience reported for these screenings was 7,458,578. Monthly total audiences increased steadily throughout the year and in March 1948 reached the figure of 984,735.

In Canada the Board's films are distributed through 550 theatres where they are seen by an estimated 3,000,000 people each month. Outside Canada, films are distributed through the Board's offices and through Canadian trade and diplomatic representatives and other agencies in 50 countries, in 8 different languages.

Table 1--Summary of Motion Picture Theatre Statistics, by Provinces, 1947

Province	No. of theatres	Receipts (1) \$	Amusement taxes \$	Paid admission No.	Employees (2)		
					Male	Female	Salaries and wages \$
CANADA	1,693	62,865,279	15,819,402	220,857,594	7,375	4,529	11,587,943
Prince Edward Island	14	255,835	75,292	920,033	30	17	31,129
Nova Scotia	79	2,666,189	771,857	10,683,793	312	285	493,645
New Brunswick	58	1,771,036	546,835	7,016,206	199	172	289,598
Quebec	318	13,918,163	4,743,100	48,859,933	1,728	638	2,195,701
Ontario	473	27,043,278	5,415,196	93,174,143	2,977	1,808	5,065,937
Manitoba	146	3,526,223	864,826	13,064,600	445	461	668,931
Saskatchewan	254	2,914,301	630,169	10,249,548	515	367	566,790
Alberta	178	3,711,366	1,047,087	12,821,932	543	181	729,633
British Columbia (3)	173	7,058,888	1,725,040	24,067,406	626	600	1,546,579

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon and Northwest Territories.

Table 2--Motion Picture Theatre Receipts, by Provinces, 1940 to 1947

Province	Receipts (1)							
	1940	1941	1942	1943	1944	1945	1946	1947
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	37,474,122	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279
Prince Edward Island	114,590	141,317	178,480	226,902	230,550	224,697	223,804	255,835
Nova Scotia	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189
New Brunswick	995,427	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036
Quebec	7,336,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391	13,918,163
Ontario	17,027,341	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278
Manitoba	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223
Saskatchewan	1,527,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,829,343	2,914,301
Alberta	2,183,842	2,257,115	2,665,063	3,218,683	3,323,994	3,334,488	3,626,140	3,711,366
British Columbia (2)	3,966,162	4,145,945	5,069,363	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

(2) Includes Yukon and Northwest Territories.

Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1946 and 1947

Province or city	No. of theatres		Seating capacity 1947	Receipts (1)			Amusement taxes 1947
				1946	1947	Per cent change 1947 1946	
	1946	1947		\$	\$		\$
CANADA	1,477	1,693	834,360	59,888,972	62,865,279	+ 5.0	15,819,402
Prince Edward Island	10	14	5,185	223,804	255,835	+14.3	75,292
Nova Scotia	71	79	41,610	2,953,633	2,666,189	- 9.7	771,857
Halifax	9	10	8,198	947,915	802,997	-15.3	221,471
Sydney	5	5	3,682	299,940	268,637	-10.4	81,032
Other Places	57	64	29,750	1,705,778	1,594,555	- 6.5	469,354
New Brunswick	44	58	26,679	1,758,866	1,771,036	+ 0.7	546,835
Saint John	6	6	5,083	544,298	516,489	- 5.1	158,606
Moncton	4	4	2,857	334,107	305,352	- 8.6	90,233
Other Places	34	48	18,739	880,461	949,195	+ 7.8	297,996
Quebec	250	318	174,075	12,732,391	13,918,163	+ 9.3	4,745,100
Montreal (2)	70	73	73,327	8,187,894	8,569,781	+ 4.7	2,942,878
Quebec	12	11	8,472	964,326	976,599	+ 1.3	338,950
Three Rivers	4	4	3,181	254,169	274,483	+ 8.0	94,518
St. Jean	3	4	2,679	145,075	147,644	+ 1.8	50,411
Sherbrooke	3	3	2,657	261,921	224,279	-14.4	78,006
Other Places	158	223	83,759	2,919,006	3,725,577	+27.6	1,238,337
Ontario	420	473	307,829	25,684,210	27,043,278	+ 5.3	5,415,196
Toronto (3)	111	111	91,690	8,684,512	9,066,637	+ 4.4	1,817,375
Hamilton	21	21	18,962	1,809,031	1,833,131	+ 1.3	366,519
Ottawa	15	18	16,567	1,632,721	1,555,242	- 4.7	316,882
Windsor	9	9	9,045	1,024,265	1,068,260	+ 4.3	215,810
London	7	7	6,903	848,322	855,457	+ 0.8	171,090
Kingston	5	5	4,572	477,541	455,113	- 4.7	91,854
Fort William	4	5	3,798	404,376	404,977	+ 0.1	81,010
St. Catharines	5	5	4,122	430,614	466,573	+ 8.4	93,334
Sudbury	4	5	4,648	435,269	523,881	+20.4	103,985
Brantford	4	4	4,058	383,475	411,549	+ 7.3	82,116

Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1946 and 1947--(Cont'd.)

Province or city	No. of theatres		Seating capacity 1947	Receipts (1)			Amusement taxes 1947
				1946	1947	Per cent Change 1947 1946	
	1946	1947		\$	\$	\$	\$
Ontario (Cont'd).....							
Kitchener	4	4	3,921	378,291	433,345	+14.6	86,669
Sarnia	4	4	3,690	273,931	307,654	+12.3	61,486
Other Places	227	275	136,053	8,902,062	9,661,459	+ 8.5	1,927,066
Manitoba	137	146	60,633	3,433,687	3,526,223	+ 2.7	864,826
Winnipeg(4)	44	44	32,428	2,623,152	2,641,204	+ 0.7	670,006
Other Places	93	102	28,205	810,535	885,019	+ 9.2	194,820
Saskatchewan	240	254	73,942	2,889,343	2,914,301	+ 0.9	630,169
Saskatoon	7	7	5,606	549,937	525,114	- 4.5	145,344
Regina	6	6	5,151	643,958	608,345	- 5.5	157,801
Other Places	227	241	63,185	1,695,448	1,780,842	+ 5.0	325,954
Alberta	156	172	57,980	3,626,140	3,711,366	+ 2.4	1,047,087
Edmonton	11	11	8,299	1,104,225	1,132,881	+ 2.6	326,389
Calgary	11	11	8,787	1,062,349	1,038,743	- 2.2	310,541
Other Places	134	156	40,894	1,459,566	1,539,742	+ 5.5	410,157
British Columbia	149	173	86,427	6,586,898	7,058,888	+ 7.2	1,725,040
Vancouver (5)	42	42	57,290	3,627,341	3,666,669	+ 1.1	900,374
Victoria	7	7	6,491	693,186	735,416	+ 6.1	183,939
New Westminster	5	6	3,959	331,336	360,504	+ 8.8	89,509
Other Places (6)	95	118	38,687	1,935,035	2,296,299	+18.7	551,218

(1) Not including amusement taxes.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes Forest Hill, Leaside, Scarborough and Swansea. (4) Includes St. James, Norwood, St. Boniface and St. Vital.
(5) Includes North Vancouver and West Vancouver.
(6) Includes Yukon and Northwest Territories.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1946 and 1947

Province or city	Admissions			Potential admissions 1947	Average capacity utilized 1947	Average admission price (1) 1947
	1946	1947	Change 1947 1946 %			
CANADA	227,532,738	220,837,594	- 2.3	645,136,522	34.2	28.5
Prince Edward Island	827,387	920,033	+11.2	2,355,855	36.0	27.8
Nova Scotia	12,582,915	10,625,793	-15.7	35,192,723	32.2	25.0
Halifax	3,838,539	5,102,526	+19.2	8,654,864	39.9	25.9
Sydney	1,230,647	1,108,648	- 9.9	3,314,064	33.5	24.2
Other Places	7,513,727	6,472,519	-11.5	21,243,795	30.5	24.6
New Brunswick	7,341,407	7,016,206	- 4.4	19,517,153	36.3	25.2
Saint John	2,406,701	2,122,303	-11.2	5,763,364	36.8	24.5
Moncton	1,291,059	1,124,481	-12.9	3,583,320	31.4	27.2
Other Places	3,643,647	3,769,422	+ 3.4	9,970,569	37.8	25.2
Quebec	47,153,384	48,859,933	+ 3.7	151,218,320	32.3	28.5
Montreal (2)	29,954,401	29,875,975	- 0.2	93,521,417	32.0	28.7
Quebec	3,826,986	3,557,706	- 7.0	10,726,560	33.2	27.4
Three Rivers	991,352	1,004,103	+ 1.3	3,070,704	32.7	27.3
Sherbrooke	1,066,199	853,214	-20.0	2,487,486	34.3	26.3
St. Jean	536,239	535,911	- 0.1	1,728,452	31.0	27.6
Other Places	10,778,207	13,033,024	+20.9	39,883,761	32.7	28.6
Ontario	96,996,280	93,174,143	- 3.9	265,822,162	35.1	29.0
Toronto (3)	32,161,976	30,510,761	- 5.1	80,560,042	37.9	29.7
Hamilton	6,784,673	6,318,254	- 6.9	17,893,200	35.3	29.0
Ottawa	6,684,783	5,680,808	-15.0	19,780,763	28.7	27.4
Windsor	3,647,640	3,359,005	- 7.9	12,383,856	27.1	31.8
London	2,992,391	2,749,285	- 8.1	8,203,884	33.5	31.1
Kingston	1,765,086	1,537,884	-12.9	5,565,696	27.6	29.6
Fort William	1,346,125	1,307,600	- 2.9	4,226,484	27.1	31.0
St. Catharines	1,643,249	1,631,509	- 0.7	5,378,256	30.3	28.6
Sudbury	1,581,078	1,722,355	+ 8.9	4,694,748	36.7	30.4
Brantford	1,523,592	1,381,174	- 9.3	4,671,828	29.6	29.8
Kitchener	1,607,862	1,576,248	- 2.0	3,994,536	39.5	27.5
Barnia	1,126,713	1,107,991	- 1.7	3,561,480	31.1	27.8
Other Places	34,131,112	34,291,269	+ 0.5	94,307,323	36.4	28.2

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1946 and 1947--(Cont'd).

Province or city	Admissions			Potential admissions 1947	Average capacity utilized 1947	Average admission price(1) 1947
	1946	1947	% Change 1947 1946			
Manitoba	14,152,562	13,064,600	- 7.7	41,255,587	%	
Winnipeg (4)	10,624,879	9,547,437	-10.1	32,304,882	31.7	27.0
Other Places	3,527,483	3,517,163	- 0.3	8,950,705	29.6	27.7
Saskatchewan	10,639,915	10,249,548	- 3.7	31,512,801	39.3	25.2
Saskatoon	2,040,791	1,890,650	- 7.4	6,745,264	32.5	28.4
Regina	2,329,125	2,064,078	-11.4	6,021,600	28.0	27.8
Other Places	6,269,999	6,294,820	+ 0.4	18,745,937	34.3	29.5
Alberta	13,317,734	12,821,932	- 3.7	35,894,037	33.6	28.3
Edmonton	4,199,650	3,913,416	- 6.8	9,872,304	35.7	28.9
Calgary	3,779,638	3,482,066	- 7.9	11,609,858	39.6	28.9
Other Places	5,338,446	5,426,450	+ 1.6	14,411,875	30.0	29.8
British Columbia	24,747,416	24,067,406	- 2.7	64,370,004	37.7	28.4
Vancouver (5)	13,968,940	12,850,786	- 8.0	35,737,711	37.4	29.3
Victoria	2,532,270	2,366,607	- 6.5	9,081,948	36.0	28.5
New Westminster	1,365,910	1,317,322	- 3.6	3,754,368	26.1	31.1
Other Places (6)	6,880,296	7,532,691	+ 9.5	15,795,977	35.1	27.4
					47.7	30.5

(1) Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(2) Includes Lachine, Verdun, Westmount and Outremont.

(3) Includes Forest Hill, Leaside, Scarborough and Swansea.

(4) Includes St. James, Norwood, St. Boniface and St. Vital.

(5) Includes North Vancouver and West Vancouver.

(6) Includes Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
by Provinces, 1947

Province and number of weeks in operation	Total persons employed		Total payroll \$	Proprietors, firm and family members				Projectionists	
	Propri- etors	Em- ployees		With salary		Without salary		No.	salaries
				Male	Female	Salaries	Male		
1944	1,036	10,115	9,785,276	186	78	404,545	506	1,656	\$ 3,199,178
1945	1,103	10,350	10,036,255	174	89	372,537	562	1,679	3,290,647
1946	1,270	10,956	10,908,068	232	105	441,817	621	1,840	3,563,839
1947									
Total, All Theatres.	1,373	11,904	12,023,878	210	53	441,935	709	1,969	3,989,057
Full-time--(Theatres operated 300 days & over) Total	542	9,797	11,241,732	142	40	386,892	248	1,479	3,663,258
Prince Edward Island	1	32	26,594	-	-	-	1	3	5,203
Nova Scotia	12	459	460,867	7	3	9,840	7	62	122,546
New Brunswick	12	301	220,104	4	1	8,955	9	45	73,459
Quebec	136	2,001	2,190,631	48	7	140,854	53	28	534,551
Ontario	210	4,308	4,986,612	51	19	140,716	98	42	1,665,068
Manitoba	26	722	653,691	5	-	26,558	13	87	201,125
Saskatchewan	36	423	488,306	7	1	12,792	22	6	174,986
Alberta	65	543	716,017	15	4	33,163	29	17	281,839
British Columbia (1)	32	1,008	1,438,910	5	5	14,014	16	6	604,481
Part-time--(Theatres operated less than 300 days) Total	831	2,107	788,146	68	13	55,043	461	282	325,799
Prince Edward Island	9	15	6,335	1	-	1,800	3	5	2,067
Nova Scotia	27	138	43,818	2	-	1,200	18	7	14,632
New Brunswick	22	70	23,759	4	1	5,310	16	7	9,149
Quebec	180	365	158,869	12	6	12,945	111	51	61,614
Ontario	59	477	229,175	11	1	9,134	32	15	82,116
Manitoba	120	184	47,798	8	-	6,000	64	42	21,708
Saskatchewan	210	459	97,419	19	1	6,143	107	83	47,430
Alberta	112	181	51,332	7	1	4,553	64	40	26,603
British Columbia (1)	79	218	129,641	4	3	7,958	46	26	60,480

(1) Includes Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
by Provinces, 1947--(Cont'd.)

Province and number of weeks in operation	Assistant projectionists		Musicians and stage hands		All other employees		Salaries and wages
	Number	Salaries	Number	Salaries	Male	Female	
1944	200	\$ 65,134	109	\$ 214,865	4,133	4,017	\$ 5,901,554
1945	217	68,429	100	212,890	4,334	4,020	6,091,752
1946	220	69,605	95	156,951	4,658	4,143	6,675,856
1 9 4 7							
Total, All Theatres	232	78,648	90	183,089	4,997	4,616	7,337,149
Full-time--(Theatres operated 300 days and over)							
Total	126	59,746	86	182,144	4,237	3,869	6,949,692
Prince Edward Island	2	1,155	1	1,753	14	12	18,483
Nova Scotia	15	6,180	3	6,753	152	227	315,548
New Brunswick	9	4,372	-	-	101	146	193,318
Quebec	37	22,461	16	20,487	1,090	564	1,472,278
Ontario	28	13,766	33	105,725	2,043	1,622	3,061,337
Manitoba	18	4,869	18	14,415	219	389	406,724
Saskatchewan	6	1,427	4	6,374	131	200	292,727
Alberta	7	3,794	-	-	189	216	397,221
British Columbia (1)	4	1,722	11	26,637	298	502	792,056
Part-time--(Theatres operated less than 300 days)							
Total	106	18,902	4	945	760	747	387,457
Prince Edward Island	-	-	-	-	6	5	2,468
Nova Scotia	1	400	-	-	59	58	27,586
New Brunswick	7	1,798	-	-	20	26	7,502
Quebec	17	3,422	4	945	176	74	79,943
Ontario	9	2,590	-	-	205	186	135,335
Manitoba	12	1,231	-	-	44	81	18,859
Saskatchewan	36	4,321	-	-	136	167	39,525
Alberta	12	2,135	-	-	63	52	18,041
British Columbia (1)	12	3,005	-	-	51	98	58,198

(1) Includes Yukon and Northwest Territories.

Table 6--Number of Theatres, Receipts, Taxes and Admissions for Motion Picture Theatres
Classified According to Size of Projection Equipment Used, by Provinces, 1947

Province	Theatres using 35 MM. equipment				Theatres using 16 MM. equipment			
	No.	Receipts (1) \$	Amusement taxes \$	Admissions No.	No.	Receipts (1) \$	Amusement taxes \$	Admissions No.
Canada	1,533	62,453,445	15,748,406	219,550,105	163	381,234	70,936	1,307,429
Prince Edward Island	14	233,820	75,292	320,033	-	-	-	-
Nova Scotia	73	2,660,933	770,334	10,664,594	4	5,234	1,323	19,199
New Brunswick	53	1,763,198	544,717	6,932,156	5	7,838	2,118	34,050
Quebec	289	13,818,169	4,712,459	48,519,852	29	99,394	30,641	340,081
Ontario	447	26,939,710	5,595,852	92,815,512	26	103,568	19,344	358,631
Manitoba	141	3,522,175	864,411	13,046,957	5	4,048	415	17,643
Saskatchewan	214	2,863,933	629,099	10,063,682	40	50,568	1,070	185,866
Alberta	151	3,666,632	1,039,785	12,664,129	27	44,734	7,302	157,803
British Columbia (2)	146	6,992,838	1,716,457	23,875,190	27	66,050	8,583	194,216

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

Table 7--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940, 1945, 1946 and 1947

Year and number of theatres under same ownership	Theatres		Receipts (1)		Admissions	
	Number	%	Amount \$	%	Number	%
1 9 3 0 --						
Total	915	100.0	32,150,100	100.0	-	-
One	656	71.7	15,772,000	41.4	-	-
Two and three	92	10.1	6,390,200	16.7	-	-
Four and over	167	18.2	15,967,900	41.9	-	-
1 9 4 0 --						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1 9 4 5 --						
Total	1,323	100.0	55,430,711	100.0	215,573,267	100.0
One	618	46.7	10,417,521	18.8	46,231,666	21.4
Two and three	178	13.5	5,374,438	9.7	21,134,158	9.8
Four to nineteen	156	11.8	6,329,831	11.4	26,332,493	12.2
Twenty and over	371	28.0	33,308,921	60.1	121,874,950	56.6
1 9 4 6 --						
Total	1,477	100.0	59,888,972	100.0	227,538,798	100.0
One	740	50.1	11,504,344	19.2	48,845,548	21.5
Two and three	194	13.1	5,669,115	9.5	21,490,987	9.4
Four to nineteen	172	11.7	7,153,795	11.9	29,160,933	12.8
Twenty and over	371	25.1	35,561,718	59.4	128,041,330	56.3
1 9 4 7 --						
Total	1,693	100.0	62,865,279	100.0	220,857,594	100.0
One	893	52.8	11,550,257	18.4	46,408,944	21.0
Two and three	197	11.6	5,481,632	8.7	19,576,992	8.9
Four to nineteen	201	11.9	7,632,829	12.1	28,998,419	13.1
Twenty and over	402	23.7	38,200,581	60.8	125,873,239	57.0

(1) Excluding taxes.

Table 3--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1946 and 1947

	1946				1947			
	Total performances		Single-feature		Double-feature		Total performances	
	Number	% of total	Number	% of total	Number	% of total	Number	% of total
CANADA	836,365	356,077	42.6	480,288	57.4	901,211	420,995	46.7
Prince Edward Island ...	3,506	3,466	98.9	40	1.1	4,893	4,806	98.2
Nova Scotia	48,641	31,513	64.8	17,128	35.2	49,460	31,870	64.4
New Brunswick	29,617	18,352	62.0	11,265	38.0	32,846	22,028	67.1
Quebec	170,057	44,050	25.9	126,007	74.1	190,576	55,485	29.1
Ontario	321,000	115,556	36.0	205,444	64.0	343,240	141,965	41.4
Manitoba	65,735	29,148	44.3	36,587	55.7	63,924	29,142	45.6
Saskatchewan	59,877	44,697	74.6	15,180	25.4	65,896	50,701	76.9
Alberta	57,811	32,178	55.7	25,633	44.3	63,851	39,323	61.6
British Columbia (1) ...	80,121	37,117	46.3	43,004	53.7	86,545	45,675	52.8

(1) Includes Yukon and Northwest Territories.

Table 9--Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Regions, 1947

Region	All theatres Number or amount	Proportion of single- and double-feature performances					
		All single		50%-99% single		1% to 49% single	
		Number or amount	% of total	Number or amount	% of total	Number or amount	% of total
CANADA --							
Number	1,693	498	29.4	636	37.6	226	13.3
Receipts (1)	\$ 62,865,279	16,254,041	25.9	17,036,591	27.2	9,839,723	15.6
Admissions	220,857,594	48,178,032	21.8	56,000,692	25.4	39,605,944	17.9
Maritime Provinces --							
Number	151	59	39.1	67	44.4	17	11.2
Receipts (1)	\$ 4,693,060	1,741,713	37.1	1,822,049	40.1	687,603	14.7
Admissions	12,620,032	6,184,259	53.2	7,354,565	59.5	3,280,725	17.6
Quebec --							
Number	312	72	22.7	86	27.0	43	13.5
Receipts (1)	\$ 13,912,163	2,629,637	18.9	1,791,131	12.9	1,895,176	13.6
Admissions	48,259,933	7,067,247	14.5	5,692,897	11.7	6,568,075	13.4
Ontario --							
Number	473	66	14.0	166	35.1	88	18.6
Receipts (1)	\$ 27,043,278	6,096,461	22.5	8,167,511	30.2	3,939,432	14.6
Admissions	93,174,143	17,553,514	18.9	25,090,268	26.9	16,164,548	17.3
Prairie Provinces --							
Number	578	246	42.6	251	43.4	46	8.0
Receipts (1)	\$ 10,151,890	3,841,842	37.9	3,059,790	30.1	1,603,043	15.8
Admissions	36,136,080	11,927,619	33.0	10,605,642	29.3	6,676,853	18.5
British Columbia (2) --							
Number	173	55	31.8	66	38.1	32	18.5
Receipts (1)	\$ 7,058,888	1,944,388	27.5	2,196,110	31.1	1,714,469	24.3
Admissions	24,067,406	5,439,399	22.6	7,257,320	30.2	6,915,743	28.7

(1) Excluding taxes.

(2) Includes Yukon and Northwest Territories.

Table 10--Distribution of Theatres According to General Evening Adult Price of Admission (including tax), by Provinces, 1947

Province	Total theatres	Price of admission (1)												
		Less than 20¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 31¢	32¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ to 59¢	60¢ and over
CANADA	1,693	3	6	-	27	8	6	205	14	406	542	203	175	39
Prince Edward Island	14	-	-	-	-	-	-	-	-	8	3	3	-	-
Nova Scotia	79	-	-	-	3	-	-	9	1	18	45	1	2	-
New Brunswick	58	-	-	-	2	-	-	9	5	23	14	2	2	-
Quebec	318	1	1	-	10	5	2	26	2	58	153	22	30	8
Ontario	473	1	5	-	30	1	2	78	1	120	109	66	47	13
Manitoba	146	-	-	-	24	2	-	55	1	37	13	9	3	2
Saskatchewan	254	-	-	-	8	-	2	12	1	79	113	26	13	-
Alberta	178	-	-	-	1	-	-	6	2	34	60	46	28	1
British Columbia (2)	173	1	-	-	9	-	-	10	1	29	32	28	50	13

(1) General adult evening admission price including tax.

(2) Includes Yukon and Northwest Territories.

Table 11--Distribution of Theatres According to Number of Features Shown in Year, by Provinces, 1947

Province	Total theatres	Number of feature films shown									
		Less than 26 films	26 to 78	79 to 130	131 to 182	183 to 234	235 to 286	Over 286			
CANADA	1,693	69	448	376	254	398	59	89			
Prince Edward Island	14	-	5	7	2	-	-	-			
Nova Scotia	79	4	12	20	19	14	3	7			
New Brunswick	58	3	12	7	15	17	2	2			
Quebec	318	16	55	55	52	78	27	35			
Ontario	473	10	52	94	77	183	18	39			
Manitoba	146	6	58	37	16	25	1	3			
Saskatchewan	254	15	142	63	14	13	-	1			
Alberta	178	9	67	48	27	27	-	-			
British Columbia (1)	173	6	39	45	32	41	8	2			

(1) Includes Yukon and Northwest Territories.

Table 12--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1940-1945 and by Provinces, 1946 and 1947

Year and Province	Total theatres	Number of weeks in operation and days per week												
		All theatres			52 weeks			40-51 weeks			20-39 weeks			Less than 20 weeks
		6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	
1940	1,229	832	117	280	757	84	104	41	20	95	12	8	74	22
1941	1,240	864	126	250	756	85	102	54	24	82	28	11	62	26
1942	1,247	880	123	244	823	95	111	37	16	75	13	4	50	7
1943	1,265	898	119	248	845	91	125	34	20	73	9	4	47	10
1944	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7
1945	1,323	925	125	273	852	95	158	53	19	68	5	9	39	15
1 9 4 6														2
CANADA	1,477	963	165	343	874	124	178	48	14	90	23	17	55	24
Prince Edward Island ..	10	3	2	5	-	-	2	3	2	-	-	-	3	-
Nova Scotia	71	55	9	7	53	8	4	-	-	2	1	-	1	1
New Brunswick	44	34	6	4	32	2	4	1	2	-	-	1	-	1
Quebec	250	193	36	21	164	23	6	12	-	7	8	10	4	9
Ontario	420	396	13	11	366	11	9	18	2	1	7	-	-	5
Manitoba	137	68	26	43	58	19	24	7	2	10	1	3	8	2
Saskatchewan	240	52	39	149	41	33	74	2	2	36	4	1	28	5
Alberta	156	69	19	68	68	15	38	1	3	24	-	1	5	-
British Columbia(1)....	149	99	15	35	92	13	17	4	1	10	2	1	6	1
1 9 4 7														2
CANADA	1,693	1,076	212	405	915	142	176	67	35	118	43	21	83	51
Prince Edward Island ..	14	4	4	6	3	3	2	-	-	3	1	1	1	-
Nova Scotia	79	59	9	11	49	6	4	4	2	4	3	-	1	3
New Brunswick	58	43	8	7	31	3	3	5	2	-	4	2	1	1
Quebec	318	224	55	39	181	32	10	14	8	9	14	10	14	15
Ontario	473	430	20	23	384	17	13	13	2	7	13	1	3	20
Manitoba	146	68	31	47	56	24	18	8	2	13	1	2	12	3
Saskatchewan	254	60	46	148	52	33	62	6	8	44	1	2	36	1
Alberta	178	74	21	83	69	12	48	3	5	24	1	3	8	1
British Columbia(1)...	173	114	18	41	90	12	16	14	6	14	5	-	7	5

+ Includes 7-day week operation in the Province of Quebec.

(1) Includes Yukon and Northwest Territories.

Table 13--Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed, by Provinces, 1946 and 1947

Province	1946					1947		
	New(1) theatres	Theatres remodelled and re-opened	Theatres closed	Net increase	New(1) theatres	Theatres remodelled and re-opened	Theatres closed	Net increase
CANADA	162	12	20	+154	233	10	27	+216
Prince Edward Island ..	3	-	-	+ 3	4	-	-	+ 4
Nova Scotia	5	-	-	+ 3	8	-	-	+ 8
New Brunswick	6	1	-	+ 7	14	-	-	+ 14
Quebec	27	2	7	+ 22	73	1	6	+ 68
Ontario	9	1	4	+ 6	56	1	4	+ 53
Manitoba	21	1	1	+ 21	13	-	4	+ 9
Saskatchewan	63	7	6	+ 64	19	5	10	+ 14
Alberta	9	-	2	+ 7	23	-	1	+ 22
British Columbia (2) ...	21	-	-	+ 21	23	3	2	+ 24

(1) Includes community halls in which permanent projection equipment was installed during the year.

Also theatres opened late in 1946 which were not included in the previous year's report.

(2) Includes Yukon and Northwest Territories.

Table 14--Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used,
by Provinces, 1946 and 1947

Year and province	Operators using 35 MM. equipment				Operators using 16 MM. equipment			
	No.	Receipts(1) \$	Amusement taxes \$	Admissions No.	No.	Receipts(1) \$	Amusement taxes \$	Admissions No.
<u>1 9 4 6</u>								
CANADA	13	49,905	10,094	196,548	275	564,380	121,599	2,221,442
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	-	-	-	-	21	62,238	20,753	281,789
New Brunswick	-	-	-	-	7	11,490	3,087	40,593
Quebec	3	17,411	2,210	81,068	26	37,865	8,818	133,119
Ontario	-	-	-	-	64	164,144	31,053	656,036
Manitoba	2	(x)	(x)	(x)	18	20,553	4,368	87,807
Saskatchewan	1	(x)	(x)	(x)	79	111,669	19,023	480,582
Alberta	-	-	-	-	38	80,355	18,421	330,877
British Columbia (2)	5	14,762	3,280	36,534	22	76,066	16,076	210,639
<u>1 9 4 7</u>								
CANADA	9	38,007	7,381	158,303	233	412,828	92,344	1,508,267
Prince Edward Island	1	(x)	(x)	(x)	3	9,937	2,619	37,054
Nova Scotia	-	-	-	-	31	53,463	18,557	220,916
New Brunswick	-	-	-	-	13	13,589	2,788	42,660
Quebec	2	(x)	(x)	(x)	18	14,952	3,408	55,938
Ontario	-	-	-	-	44	110,678	20,105	383,487
Manitoba	4	11,995	2,413	52,161	21	22,013	4,113	84,338
Saskatchewan	-	-	-	-	52	70,942	12,998	284,526
Alberta	-	-	-	-	32	69,466	16,889	246,114
British Columbia (2)	2	(x)	(x)	(x)	19	47,788	10,867	153,834

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

(x) Indicates figures are withheld to avoid disclosing individual operations, but these are included in totals.

Table 15--Principal Statistics for Film Exchanges in Canada, 1930 and 1947 to 1947

Year	No. of exchange offices	No. of employees		Salaries & wages		Receipts		Other sources (2)
		Male	Female	Male	Female	Film rentals (1)	Advertising (2)	
1930	53	372	291	1,074,700		9,536,200		\$
1934	60	344	230	925,400		7,370,200		
1935	61	358	249	953,700		7,404,500		
1936	66	377	265	1,011,200		8,358,900	(2)	(2)
1937	63	380	256	1,062,900		9,471,100		
1938	62	385	263	1,081,900		10,218,700		
1939	67	414	275	1,125,800		10,315,500		
1940	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	69	415	347	832,400	434,221	12,368,446	373,349	6,157
1942	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	87	409	498	1,070,014	614,247	15,163,555	339,891	48,031
1944	88 (3)	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	86 (3)	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	91 (4)	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	114 (5)	548	545	1,664,348	752,867	19,464,706	429,455	224,908

(1) Includes receipts from advertising and other sources previous to 1940.

(2) Figures for years previous to 1940 included with "Film rentals".

(3) Operated by 23 film exchange companies.

(4) Operated by 26 film exchange companies.

(5) Operated by 29 film exchange companies.

207

MERCHANDISING FILE 7M1

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GOVERNMENT OF CANADA

Statistics Canada



MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS,

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Dominion Bureau of Statistics, Ottawa

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A study of the statistics contained in the annual report on Motion Picture Theatres, Exhibitors, and Distributors has revealed several instances in which the value of tabulation to industry and individuals is doubtful. These compilations are costly and time consuming.

For this reason, we propose to eliminate the following tables from future reports on this industry:

Table 8.-- Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces

Table 9.-- Theatres Classified According to Proportions of Single and Double Feature Performances, by Regions

Table 10.-- Distribution of Theatres According to General Evening Adult Price of Admission, by Provinces

Table 11.-- Distribution of Theatres According to Number of Features Shown in Year, by Provinces

Table 12.-- Theatres Classified According Number of Weeks in Operation and Average Number of Days per Week

Owing to requirements for new surveys and extension of our work in other sectors of distribution and services, the above tables will be omitted from future theatre studies unless ample evidence is received indicating that their contents are valuable to the industry and other sources.

Your comments would be appreciated, particularly if you feel that these tables are of direct value to you as management tools.

Please address correspondence to

Merchandising and Services Section
DOMINION BUREAU OF STATISTICS
OTTAWA, CANADA

TABLE OF CONTENTS

	<u>Page</u>
Motion Picture Theatres	1
Itinerant Exhibitors	5
Per Capita Expenditure on Motion Picture Entertainment	5
Drive-in Theatres	6
Legitimate Theatres	7
Film Exchanges	7
National Film Board Activities	7
Table 1. - Summary of Motion Picture Theatre Statistics, by Provinces, 1948	9
Table 2. - Motion Picture Theatre Receipts, by Provinces, 1941-48 ...	9
Table 3. - Receipts, Amusement Taxes, and Seating Capacity for Motion Picture Theatres by Provinces, and for Selected Cities, 1947 and 1948	10
Table 4. - Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1947 and 1948	12
Table 5. - Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operations, Canada, 1945-47, and by Provinces, 1948	14
Table 6. - Number of Theatres, Receipts, Taxes, and Admissions for Motion Picture Theatres Classified According to Size of Projection Equipment Used, by Provinces, 1948 ...	16
Table 7. - Motion Picture Theatres Classified According to Number of Theatres under Same Ownership, Canada, 1930, 1940, and 1945-48	17
Table 8. - Number of Single- and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1947 and 1948	18
Table 9. - Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Regions, 1948	19
Table 10.- Distribution of Theatres According to General Evening Adult Price of Admission (including tax), by Provinces, 1948	20
Table 11.- Distribution of Theatres According to Number of Features Shown in Year, by Provinces, 1948	20

TABLE OF CONTENTS (Cont'd)

	<u>Page</u>
Table 12.- Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1941-46, and by Provinces, 1947 and 1948	21
Table 13.- Theatres Classified According to Type of Operation, by Provinces, 1948	22
Table 14.- Theatres Classified According to Type of Operation and Size of Equipment, by Provinces, 1948	23
Table 15.- Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1947-48..	24
Table 16.- Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used, by Provinces, 1947 and 1948	25
Table 17.- Principal Statistics for Film Exchanges in Canada, 1930, and 1934-48	26

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MOTION PICTURE EXHIBITORS AND DISTRIBUTORS

1948

MOTION PICTURE THEATRES

General Summary

In 1948, motion picture theatres in Canada (excluding Newfoundland) numbered 1,950 and had gross receipts of \$83,283,436, an increase of 6% over the 1947 volume reported for 1,693 theatres. Of the gross receipts of \$83,283,436, \$13,626,188 was paid to Dominion and Provincial Governments in taxes. This was a decrease from the \$15,819,402 collected in taxes in 1947 which resulted from the federal amusement tax being lifted during the year and only partially replaced by provincial taxes. Net receipts for theatres (excluding taxes) amounted to \$69,657,248, an increase of 11% over the 1947 figure of \$62,865,279.

The 1,950 theatres operating in 1948 had a total seating capacity of 930,491 compared with 834,360 seats reported by 1,693 theatres in 1947. There were 222,459,224 paid admissions in 1948, a gain of 1% from the 1947 attendance which was reported as 220,857,594.

The above figures and those contained in the main tables of this report include 346 community enterprises operated on a non-profit basis, of which 155 were reported for the first time in 1948. These were operated by community organizations, churches, boards of trade, lodges, Canadian Legion branches, and other non-profit organizations. Local parish or community halls and portable 16 mm. equipment are generally used, although 142 of these locations reported the use of 35 mm. equipment. While these have been included in the main tables of the report, the principal statistics are presented separately for "regular theatres" and "community enterprises" in Tables 13 and 14. The above figures, and those in the main tables, do not, however, include halls used by itinerant exhibitors, drive-in theatres, nor theatres whose main source of revenue was stage performances rather than motion pictures. Statistics for these are presented separately in later sections of this report.

Receipts and Admissions by Provinces (Tables 3 and 4)

Increases in net receipts of motion picture theatres were recorded for

all provinces. The greatest percentage gain was in Quebec where 1948 receipts were 18% higher than those for 1947. Theatre receipts (excluding taxes) in New Brunswick were up 12% from 1947 while increases of 10% were recorded for Prince Edward Island and Saskatchewan. Ontario theatre receipts were up 9%, those for British Columbia, 7%, for Manitoba, 5%, while Nova Scotia theatres had the smallest increase over 1947 at 3%.

Attendance at Canadian theatres during 1948 increased 1% over 1947 but the trend varied between the provinces. Five of the nine provinces registered increases. Paid admissions in Prince Edward Island and Quebec were 6% in excess of 1947, in New Brunswick they were up 5% while increases of 2% and 1% were recorded for Saskatchewan and Alberta. Little change between the two years was reported in number of admissions to Ontario theatres, while decreases in attendance of 2% in British Columbia, 4% in Nova Scotia, and 5% in Manitoba were reported.

Receipts and Attendance for Selected Cities (Tables 3 and 4)

Theatre receipts in most of the larger cities across Canada increased between 1947 and 1948 but the tendency for the receipts in smaller localities to increase to a greater extent than in the larger centres was again evident. Theatres in three of the four Maritime cities registered lower receipts in 1948 than in 1947, Saint John, with one more theatre being the only one to show an increase. The only others of the larger cities to register a decrease were Kingston and Kitchener.

In attendance, however, 23 of the 30 cities for which figures have been compiled separately indicated lower totals in 1948 than in the previous year. Theatre admissions in the city of Sherbrooke increased 37% due in part to the opening of a new theatre and the re-opening of another which had been closed for alterations during most of 1947. Attendance at Sudbury theatres increased 8% with the same number of theatres operating while in Peterborough, attendance was up 6% with one theatre more in operation than in 1947. An increase of 1% in theatre attendance was registered for Hamilton. Victoria and New Westminster theatres reported an increase of 1% and 3% respectively in admissions.

The other 23 cities all had lower attendance than in 1947 with percentage decreases being concentrated between 3% and 7%. Kingston attendance was 9% below last year with one less theatre in operation while attendance at Moncton theatres dropped 12%.

Average Capacity Utilized (Table 4)

The potential seating capacity of the 1,950 theatres for the year 1948 was 677,200,794 persons. This is obtained by multiplying the seating capacity of each theatre by the number of performances given. The actual attendance of 222,459,224, therefore, utilized only 32.8% of the potential capacity of these theatres. This percentage is lower than that for the past five years but higher than the averages for 1941 and 1942. The average capacity utilized for these years was as follows:

1941 - 31.0%	1945 - 36.5%
1942 - 32.4%	1946 - 37.6%
1943 - 35.7%	1947 - 34.2%
1944 - 35.9%	1948 - 32.8%

Slight improvement in capacity utilized was recorded for theatres in Prince Edward Island, Saskatchewan, and Alberta while in the other provinces the average capacity utilized was lower than in 1947.

Employment in Motion Picture Houses (Table 5)

The 1,950 theatres operating in 1948 employed 14,361 persons of whom 1,445 were proprietors or members of proprietors' families, and 12,916 were paid employees. Of these figures, 545 proprietors and 10,412 employees were engaged in the operation of theatres which were in operation 300 days or more during the year, and these paid employees received \$12,027,066 in salaries and wages. Part-time theatres, those operating less than 300 days during the year, employed another 2,504 employees and 900 proprietors and members of their families. Paid employees in these part-time theatres received \$1,073,247 for their services. Projectionists and assistant projectionists in all theatres numbered 2,370 and drew salaries and wages of \$4,539,333.

Size of Equipment (Table 6)

The number of houses using 16 mm. equipment increased from 163 in 1947 to 331 in 1948 and receipts for these locations amounted to \$629,778 after taxes of \$72,515 had been paid. Admissions to 16 mm. locations during 1948 numbered 2,158,153.

Of the 331 16 mm. houses, 204 were operated by community organizations, lodges, boards of trade, church organizations, etc., many of which were exempt from taxation. These figures do not include halls used by itinerant exhibitors for which separate figures are presented in a later section of this report.

The exhibition of motion pictures in church or parish halls in the province of Quebec resulted in the largest number of 16 mm. locations being found in that province. Of the total 331 16mm. houses, 132 were in the province of Quebec. Alberta, Ontario, and Saskatchewan had 59, 51, and 41 respectively, while British Columbia had 31, Manitoba, 9, and Nova Scotia and New Brunswick 5 and 3 respectively.

Table 14 shows these 16 mm. locations distributed between community enterprises (non-profit) and theatres operated by individuals or firms for profit.

Ownership (Table 7)

Independent operators, defined as individuals or firms operating only one theatre, accounted for 1,094, or 56%, of the 1,950 theatres and these operators obtained 19% of the total net receipts (excluding taxes) and 21% of all theatre attendance. Theatres operated by firms owning two or three theatres comprised 11% of all theatres and had 10% of both receipts and admissions. Another 11% were operated by firms with from four to nineteen theatres and these were responsible for 12% of receipts and 14% of admissions. The remaining 22% of the theatres was composed of chains operating twenty or more theatres and this group obtained 59% of total receipts and 55% of attendance. Chain theatres, in 1948, had slightly lower proportions of total number of theatres, receipts, and admissions than in the previous year.

Single and Double Performances (Tables 8 and 9)

Double feature bills, while still slightly in the majority as far as total performances are concerned, continued to decline. In 1948, 51% of the total number of performances were double bills whereas in 1947, the percentage of double feature performances was 53%. Prince Edward Island was the only province to record a higher proportion of double feature performances in 1948 than in 1947. Double feature performances predominated in Quebec, Ontario, and Manitoba but to a lesser extent than in the previous year.

Of the total number of theatres in Canada, 30% showed single feature bills exclusively, and 71% used single feature bills in more than 50% of their performances. In the Maritime Provinces, 85% of the theatres showed single feature bills at more than half of the performances while 89% of the theatres in the Prairies had more single feature performances than double. In Quebec and British Columbia, 64% and 68% respectively of theatres used single features exclusively or had more than 50% of the total performances with a single feature, while in Ontario single feature performances predominated in 54% of the theatres.

Price of Admission (Table 10)

Increases in the prices of admission to theatres was indicated both in the average admission price (excluding tax) which advanced from 28.5 cents in 1947 to 31.3 cents in 1948 and in the general adult evening admission price including tax. The 1947 figures indicate that the general evening admission price including tax was 35 cents or more at approximately 81% of all theatres while the admission price was in the same range for 86% of theatres in 1948.

Community Enterprises (Tables 13 and 14)

Due to the increasing importance of this type of exhibition, separate figures have been compiled and are presented following the general tables. Community enterprises is a term used to designate the motion picture exhibitions given in community or parish halls by non-profit organizations such as churches, lodges, boards of trade, Canadian Legion branches, etc. These differ from regular theatres in that they frequently obtain gratis the services of members of the organizations and so have no paid employees. In many cases they are exempt from taxation.

In 1948, there were 346 such organizations operating in halls with a total seating capacity of 83,115 persons. Receipts from admissions to these performances amounted to \$962,927 while taxes paid were \$42,864. Attendance at exhibitions given by community organizations during the year numbered 3,169,800. The 346 locations employed 529 persons who received \$114,674 in salaries and wages.

Quebec, with 120 community enterprises, mainly church or parish organizations, had the largest number while Saskatchewan and Alberta followed with 95 and 57 respectively. Only 4 such locations were reported in the Maritime Provinces while the numbers in the remaining provinces ranged between 21 and 26.

Of the 346 community enterprises exhibiting motion pictures, 142 used 35 mm. projection equipment while 204 used 16 mm. equipment. The 35 mm. equipment was used principally in the Prairie Provinces but 22 locations in Quebec also reported the use of the larger equipment.

IT INERANT EXHIBITORS
(Table 16)

Exhibitors using portable equipment and showing motion pictures in more than one town or village are classed as itinerant exhibitors for purposes of this report. There were 165 such operators in 1948, a drop from the 242 which reported in 1947. This drop is due in part to the community organizations entering the field of the itinerant exhibitor. Receipts of itinerants in 1948 amounted to \$428,303 compared with \$450,835 for 1947, while admissions decreased from 1,667,170 to 1,532,820.

Performances were given in 760 towns and villages in 1948 compared with 1,101 in 1947. These were distributed as follows:

	<u>1947</u>	<u>1948</u>
Prince Edward Island	14	14
Nova Scotia	152	78
New Brunswick	74	30
Quebec	75	56
Ontario	170	150
Manitoba	97	100
Saskatchewan	244	148
Alberta	200	128
British Columbia	75	56
	<hr/>	<hr/>
CANADA	1,101	760

Most of these exhibitors used 16 mm. projection equipment but 8 reported using 35 mm. projectors. Separate statistics for each size of equipment, by provinces, are given in Table 16.

PER CAPITA EXPENDITURES ON MOTION PICTURE ENTERTAINMENT

Expenditure on motion picture entertainment in Canada in 1948 amounted to \$6.50 per person compared with \$6.30 in 1947 and \$5.01 in 1942. Expenditures in the various provinces ranged from \$3.97 in Prince Edward Island to \$8.52 in British Columbia. Decreases in per capita expenditure from 1947 were recorded for Nova Scotia, New Brunswick, Manitoba, Saskatchewan, and Alberta. Largest percentage increases in per capita expenditure on motion picture entertainment were recorded for Prince Edward Island and Ontario at 8% and 6% respectively. Nova Scotia, with a drop of 55 cents or 10%, registered the largest decrease.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1939-1948

Province	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946	(2) 1947	(2) 1948
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15	6.30	6.50
Prince Edward Island	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17	3.68	3.97
Nova Scotia	3.27	3.82	4.55	5.89	6.68	6.73	6.56	6.44	5.65	5.10
New Brunswick	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79	4.75	4.71
Quebec	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73	5.04	5.27
Ontario	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56	7.78	8.25
Manitoba	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88	5.96	5.73
Saskatchewan	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39	4.31	4.24
Alberta	2.80	3.11	3.33	4.22	5.27	5.35	5.34	5.88	5.89	5.87
British Columbia (3)	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10	8.29	8.52

- (1) Based on total receipts of regular theatres and itinerant exhibitors (exclusive of amusement taxes).
 (2) Based on total receipts of regular theatres and itinerant exhibitors (including amusement taxes).
 (3) Includes Yukon and Northwest Territories.

DRIVE-IN THEATRES

The number of drive-in theatres increased from 7 in 1947 to 15 in 1948 of which one was in British Columbia and the remainder in Ontario. Gross receipts for 1948 amounted to \$789,765 of which \$131,124 was taxes. The 15 drive-ins had accommodation for 9,975 cars and gave 3,870 performances which were attended by 1,595,947 persons during the year. The following table presents the principal statistics for drive-in theatres for the years 1947 and 1948.

Principal Statistics of Drive-in Theatres

	1947	1948
Number of drive-in theatres ..	7	15
Total capacity, cars	5,438	9,975
Receipts excluding taxes	\$ 274,325	658,641
Taxes	\$ 57,702	131,124
Number of paid admissions	670,583	1,595,947
Number of performances	1,710	3,870
Single feature	1,626	2,704
Double feature	84	1,166
Total Employees	100	255
Total Salaries and Wages	\$ 61,432	170,654
Projectionists =		
Number	15	27
Salaries	\$ 19,057	47,330
All other employees =		
Number - male	71	216
- female	14	12
Salaries and wages ...	\$ 42,375	123,324

LEGITIMATE THEATRES

There were 5 theatres whose main source of revenue was stage performances rather than motion pictures and these had net receipts of \$1,196,016 and collected an additional \$231,277 in taxes. Attendance at these theatres numbered 903,778. These figures are slightly higher than those for 1947 when the same five theatres had net receipts of \$1,079,931 and an attendance of 702,611.

FILM EXCHANGES

(Table 17)

Films were distributed to theatres and itinerant exhibitors by 29 film exchanges through 118 offices situated across Canada. Gross receipts of these film exchanges amounted to \$22,377,197, an increase of 11% over the \$20,119,069 reported for 1947. This revenue was derived as follows:

Rental of 35 mm. films	\$20,215,527
Rental of 16 mm. films	1,444,872
Revenue from sales of advertising material	443,645
Revenue from other sources	273,153

Film exchanges reported 2,954 new films released during 1948 compared with 2,452 in 1947. These films were of the following types:

	<u>1947</u>	<u>1948</u>
Features	930	955
News reels	391	475
Cartoons	385	419
Other films	746	1,105

The 955 feature films were further segregated as to country of origin and colour, as follows:

U. S. A.	738	Black and white	845
Great Britain	46	Coloured	110
Other countries	171		

Of the 118 film exchange offices, 27 operated by 10 firms handled only 16 mm. films and these had rentals of \$1,264,729 in 1948.

NATIONAL FILM BOARD ACTIVITIES

The Government's National Film Board co-ordinates the film activities of federal departments, produces films of an educational or documentary nature, and distributes these through provincial and community film libraries, and through the commercial theatres. Through the courtesy of the Board the following statistics relating to its operation in the year ending March 31, 1949, are presented.

Production

The National Film Board during 1948-49 completed and released 166 films including 43 newsreel stories, newsclips, and trailers. Fifty-nine films were made for other government departments. These film programs were concerned mainly with raising standards of health and nutrition; obtaining and instructing recruits for defence services; increasing foreign trade and travel in Canada; lowering the accident rate in industry; and improving methods of agriculture. The Board's own production program comprised 103 films presenting the problems and progress in the economic, social, political, and cultural life of Canada. Another four films were sponsored jointly by the Board and other government departments.

Non-Theatrical Distribution in Canada

During 1948-49 the number of non-theatrical showings reported for NFB films was 101,569, an increase of 26 per cent over the previous year with a total audience of 8,998,218, representing a 21 per cent increase over 1947-48. In the single month of March, 1949, audiences totalling 1,179,783 were reached.

The non-theatrical audiences are reached largely through film circuits in the rural areas, and through film libraries in urban centres. The expansion in audience coverage results largely from greater participation of community organizations, with a resulting increase in the number of rural points covered and in the number of film libraries and film councils. Film libraries increased during the year from 201 to 235, and film councils from 200 to 250. Film councils extend the work of film libraries by bringing local groups together in joint planning and action related to the provision of film services and the development of effective film use. In rural areas more than 3,000 centres now have regular showings of film circuit programs, and in a large proportion of these the service has been placed on a basis of local self-operation.

Service to Schools

Through the co-operation of universities and provincial Departments of Education, the Board distributes educational films and filmstrips to schools. In 1948-49, rural schools reported a total of 24,472 NFB film showings; urban schools reported 15,024 showings. In an average month, NFB films, often with teaching guides, were shown to 371,933 school children, an increase over the previous year of eight per cent.

Theatrical Distribution in Canada

Three series of theatrical short subjects, "Canada Carries On", "En Avant Canada", and "Vigie", are distributed to Canadian theatres through a contract with Columbia Pictures of Canada, Ltd. During 1948-49, NFB films on subjects of national and topical interest were shown in a total of 747 theatres to an aggregate audience of seven million people.

International Distribution

Distribution of Canadian films was carried out in 50 countries by 54 Canadian government posts and by NFB offices in New York, Chicago, London, and Mexico City, as well as through 35 theatrical distributors, 30 non-theatrical distributors, and 57 foreign government agencies. By the end of the year more than 20,000 prints of Canadian films were circulated in other countries.

Table 1--Summary of Motion Picture Statistics, by Provinces, 1948

Province	No. of Theatres	Receipts (1) \$	Amusement taxes \$	Paid admissions No.	Employees (2)		Salaries and wages \$
					Male	Female	
CANADA (3)	1,950	69,657,248	13,626,188	222,459,224	7,869	5,047	13,100,313
Prince Edward Island	16	281,995	73,219	972,395	31	16	32,575
Nova Scotia	78	2,738,331	457,590	10,311,984	289	259	470,585
New Brunswick	58	1,993,102	360,340	7,344,909	225	172	320,617
Quebec	472	16,405,929	3,531,284	51,605,749	1,951	724	2,532,754
Ontario	523	29,523,367	5,826,553	92,856,775	3,316	2,089	5,953,497
Manitoba	146	3,709,443	591,746	12,407,620	467	446	700,323
Saskatchewan	263	3,220,907	326,188	10,443,315	500	369	576,561
Alberta	216	4,245,121	647,116	12,923,331	448	299	795,814
British Columbia (4)	178	7,539,053	1,812,152	23,593,146	642	673	1,717,587

(1) Not including amusement taxes.
(3) Excluding Newfoundland.

(2) Not including proprietors or firm members.
(4) Including Yukon and Northwest Territories.

Table 2--Motion Picture Theatre Receipts, by Provinces, 1941 to 1948

Province	Receipts (1)					Employees (2)		Salaries and wages \$
	1941	1942	1943	1944	1945	1946	1947	
CANADA (2)	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248
Prince Edward Island	141,317	178,480	226,902	230,550	224,697	223,804	255,835	281,995
Nova Scotia	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331
New Brunswick	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102
Quebec	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929
Ontario	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367
Manitoba	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443
Saskatchewan	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,889,343	2,914,301	3,220,907
Alberta	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121
British Columbia (3)	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.
(3) Including Yukon and Northwest Territories.

(2) Excluding Newfoundland.

(1)
Table 3--Receipts, Amusement Taxes, and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1947 and 1948

Province or City	No. of theatres		Seating capacity 1948	Receipts (2)		Per cent change 1948 1947	Amusement taxes 1948
	1947	1948		1947	1948		
(3)				\$	\$	%	\$
CANADA	1,693	1,950	930,491	62,865,279	69,657,248	+10.8	13,626,188
Prince Edward Island	14	16	5,800	255,835	281,995	+10.2	73,219
Nova Scotia	79	78	41,057	2,666,189	2,738,331	+ 2.7	457,590
Halifax	10	9	7,671	802,997	760,513	- 5.3	130,652
Sydney	5	5	3,682	268,637	267,148	- 0.6	48,137
Other Places	64	64	29,704	1,594,555	1,710,670	+ 7.3	278,801
New Brunswick	58	58	27,665	1,771,036	1,993,102	+12.5	360,340
Saint John	6	7	6,475	516,489	543,139	+ 5.2	98,117
Moncton	4	4	2,621	305,352	291,292	- 4.6	53,774
Other Places	48	47	18,569	949,195	1,158,671	+22.1	208,449
Quebec	318	472	231,751	13,918,163	16,405,929	+17.8	3,531,284
Montreal (4)	73	87	82,446	8,569,781	9,557,229	+11.5	2,097,224
Quebec	11	14	10,148	976,399	996,787	+ 2.1	226,470
Three Rivers	4	4	3,181	274,483	281,618	+ 2.6	62,102
St. Jean	4	4	2,679	147,644	154,511	+ 4.7	34,110
Sherbrooke	3	4	3,285	224,279	352,984	+57.4	81,789
Other Places	223	359	130,012	3,725,577	5,062,800	+35.9	1,029,589
Ontario	473	523	333,850	27,043,278	29,523,367	+ 9.2	5,826,553
Toronto (5)	111	117	99,283	9,066,637	10,071,379	+11.1	1,991,661
Hamilton	21	21	18,920	1,833,131	1,936,661	+ 5.6	395,200
Ottawa	18	17	15,898	1,555,242	1,602,411	+ 3.0	319,301
Windsor	9	11	10,255	1,068,260	1,111,295	+ 4.0	219,695
London	7	8	8,346	855,457	924,557	+ 8.1	175,636
Kingston	5	4	3,862	455,113	453,725	- 0.3	89,896
Fort William	5	6	4,762	404,977	441,887	+ 9.1	87,743
St. Catharines	5	5	4,014	466,573	494,593	+ 6.0	96,594

See footnotes on page 11.

Table 3--Receipts, Amusement Taxes, and Seating Capacity for Motion Picture Theatres, (1)
by Provinces and for Selected Cities, 1947 and 1948 (cont'd.)

Province or City	No. of theatres		Seating capacity 1948	Receipts (2)		Per cent change 1948 1947 %	Amusement taxes 1948 \$
				1947	1948		
	1947	1948					
Ontario (cont'd.) -							
Sudbury	5	5	4,667	523,881	618,760	+18.1	120,088
Brantford	4	5	5,056	411,549	426,208	+ 3.6	83,986
Kitchener	4	4	3,921	433,345	425,396	- 1.8	83,093
Peterborough	4	5	4,192	309,097	387,699	+25.4	76,259
Sarnia	4	4	3,689	307,654	326,953	+ 6.3	64,362
Other Places	271	311	146,985	9,352,362	10,301,843	+10.2	2,023,039
Manitoba	146	146	60,034	3,526,223	3,709,443	+ 5.2	591,746
Winnipeg (6)	44	43	31,790	2,641,204	2,706,509	+ 2.4	460,233
Other Places	108	108	28,244	885,019	1,004,134	+13.5	131,513
Saskatchewan	254	263	75,723	2,914,301	3,220,907	+10.5	326,188
Saskatoon	7	6	5,243	525,114	549,533	+ 4.7	85,386
Regina	6	6	5,086	608,345	624,617	+ 2.7	90,882
Other Places	241	251	65,394	1,780,842	2,046,757	+14.9	149,920
Alberta	178	216	65,464	3,711,366	4,245,121	+14.4	647,116
Edmonton	11	11	8,299	1,132,881	1,239,681	+ 9.4	197,905
Calgary	11	11	8,799	1,038,743	1,134,640	+ 9.2	186,357
Other Places	156	194	48,366	1,539,742	1,870,800	+21.5	262,854
British Columbia (8)	173	178	89,147	7,058,888	7,539,053	+ 6.8	1,812,152
Vancouver (7)	42	43	38,058	3,666,669	3,814,560	+ 4.0	941,782
Victoria	7	8	7,953	735,416	819,656	+11.5	200,944
New Westminster	6	6	3,959	360,504	389,608	+ 8.1	95,717
Other Places (8)	118	121	39,177	2,296,299	2,515,229	+ 9.5	573,709
(1) Including community enterprises.							
(2) Not including amusement taxes.							
(3)							
(6) Including St. James, Norwood, St. Boniface, and St. Vital.							

(1) Including community enterprises.

(2) Not including amusement taxes.

(3) Excluding Newfoundland.

(4) Including Lachine, Verdun, Westmount, and Outremont.

(5) Including Forest Hill, Leaside, Scarborough, and Swansea.

(6) Including St. James, Norwood, St. Boniface, and St. Vital.

(7) Including North Vancouver and West Vancouver.

(8) Including Yukon and Northwest Territories.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres (1), by Provinces and for Selected Cities, 1947 and 1948

Province or City	Admissions			Potential admissions 1948	Average capacity utilized 1948	Average admission price (2) 1948
	1947	1948	Change $\frac{1948}{1947}$			
	No.	No.	%	No.	%	Cents
CANADA (3)	220,857,594	222,459,224	+ 0.7	677,200,794	32.8	31.3
Prince Edward Island	920,033	972,395	+ 5.7	2,674,600	36.4	29.0
Nova Scotia	10,683,793	10,311,984	- 3.5	32,207,452	32.0	26.6
Halifax	3,102,626	2,892,506	- 6.8	8,714,043	33.2	26.3
Sydney	1,108,648	1,072,652	- 3.2	3,045,144	35.2	24.9
Other Places	6,472,519	6,346,826	- 1.9	20,448,265	31.0	27.0
New Brunswick	7,016,206	7,344,909	+ 4.7	20,675,203	35.5	27.1
Saint John	2,122,303	2,059,863	- 2.9	6,420,360	31.2	26.4
Moncton	1,124,481	993,584	-11.6	2,815,878	35.3	29.3
Other Places	3,769,422	4,291,462	+13.8	11,438,965	37.5	27.0
Quebec	48,859,933	51,605,749	+ 5.6	167,314,040	30.8	31.8
Montreal (4)	29,875,975	30,007,055	+ 0.4	98,793,791	30.4	31.8
Quebec	3,557,706	3,361,700	- 5.5	10,777,770	31.2	29.7
Three Rivers	1,004,103	953,306	- 5.1	3,070,704	31.0	29.5
St. Jean	535,911	526,216	- 1.8	1,755,904	30.0	29.4
Sherbrooke	853,214	1,168,123	+36.9	3,246,790	36.0	30.2
Other Places	13,033,024	15,589,349	+19.7	49,669,081	31.4	32.5
Ontario	93,174,143	92,856,775	- 0.3	279,519,098	33.2	31.8
Toronto (5)	30,510,761	29,736,600	- 2.5	86,123,109	34.5	33.9
Hamilton	6,318,254	6,364,353	+ 0.7	17,851,188	35.7	30.4
Ottawa	5,680,808	5,525,127	- 2.7	19,780,500	27.9	29.0
Windsor	3,359,005	3,135,359	- 6.7	12,617,466	24.8	35.4
London	2,749,285	2,635,034	- 4.2	8,461,848	31.1	35.1
Kingston	1,537,884	1,398,923	- 9.0	4,900,896	28.5	32.4
Port William	1,307,600	1,257,876	- 3.8	5,036,496	25.0	35.1
St. Catharines	1,631,509	1,575,102	- 3.5	5,243,472	30.0	31.4
Sudbury	1,722,355	1,852,136	+ 7.5	5,602,344	33.1	33.4
Brantford	1,381,174	1,366,541	- 1.1	4,695,840	29.1	31.2
Kitchener	1,576,248	1,463,590	- 7.1	3,994,536	36.6	29.1
Peterborough	1,098,305	1,160,316	+ 5.6	3,869,544	30.0	33.4

See footnotes on page 13.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres (1), by Provinces and for Selected Cities, 1947 and 1948 (cont'd)

Province or City	Admissions			Potential admissions 1948	Average capacity utilized 1948	Average admission price (2) 1948
	1947	1948	Change 1948 1947			
	No.	No.	%	No.	%	Cents
Ontario (cont'd.)						
Sarnia	1,107,991	1,062,554	- 4.1	3,560,232	29.8	30.8
Other Places	33,192,964	34,323,204	+ 3.4	97,781,627	35.1	30.0
Manitoba	13,064,600	12,407,620	- 5.0	41,030,937	30.2	29.9
Winnipeg (6)	9,547,437	8,908,321	- 6.7	31,630,409	28.2	30.4
Other Places	3,517,163	5,499,299	- 0.5	9,400,528	37.2	28.7
Saskatchewan	10,249,548	10,443,315	+ 1.9	31,714,578	32.9	30.8
Saskatoon	1,890,650	1,823,141	- 3.5	6,364,592	28.7	30.1
Regina	2,064,078	1,942,521	- 5.9	5,860,512	33.1	32.2
Other Places	6,294,820	6,672,653	+ 6.0	19,489,474	34.2	30.7
Alberta	12,821,932	12,923,331	+ 0.8	35,681,416	36.2	32.2
Edmonton	3,913,416	3,770,907	- 3.7	9,872,304	27.8	33.4
Calgary	5,482,066	5,326,800	- 4.6	11,557,284	33.5	34.1
Other Places	5,426,450	5,885,624	+ 8.5	14,151,830	41.6	31.8
British Columbia	24,067,406	23,693,146	- 2.0	66,383,468	35.5	32.0
Vancouver	12,850,786	12,125,419	- 5.6	35,280,163	33.4	31.5
Victoria	2,306,600	2,332,931	+ 0.9	9,510,128	25.1	34.4
New Westminster	1,317,322	1,356,864	+ 3.0	9,509,735	34.7	28.7
Other Places (8)	7,532,691	7,727,832	+ 2.6	16,683,739	46.3	32.5
(1) Including community enterprises.	(2) Total receipts (excluding taxes) divided by number of admissions. No					
(3) Excluding Newfoundland.	corrections are made for juvenile attendance, matinee and evening prices.					
(4) Including Lachine, Verdun, Westmount, and Outremont.	(6) Including St. James, Norwood, St. Boniface, and					
(5) Including Forest Hill, Leaside, Scarborough, and Swansea.	St. Vital.					
(7) Including North Vancouver and West Vancouver.	(8) Including Yukon and Northwest Territories.					

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operations,
by Provinces, 1948 (cont'd)

Province and number of weeks in operation	Assistant projectionists		Musicians and stage hands		All other employees		
	Number	Salaries	Number	Salaries	Male	Female	Salaries and wages
1945	217	\$ 68,429	100	\$ 212,890	4,334	4,020	\$ 6,091,752
1946	220	69,605	95	156,951	4,658	4,143	6,675,856
1947	232	78,648	90	183,089	4,997	4,616	7,337,149
1948							
Total, All Theatres (1) ...	272	101,288	97	305,469	5,435	5,014	8,255,511
Full-time--(Theatres operated 300 days and over) Total ..	154	77,455	83	292,791	4,514	4,121	7,660,712
Prince Edward Island	1	1,064	1	2,340	15	13	18,920
Nova Scotia	12	7,354	1	2,660	145	199	273,341
New Brunswick	11	7,892	-	-	110	144	202,484
Quebec	40	22,839	14	22,199	1,235	647	1,662,805
Ontario	37	15,890	37	221,258	2,167	1,800	3,477,961
Manitoba	22	13,737	9	14,273	238	371	427,034
Saskatchewan	9	1,914	4	7,686	120	178	279,243
Alberta	6	2,829	2	1,039	170	230	438,990
British Columbia (2)	16	3,936	15	21,336	314	539	879,934
Part-time--(Theatres operated less than 300 days) Total ..	118	23,833	14	12,678	921	893	594,799
Prince Edward Island	1	182	-	-	5	3	1,439
Nova Scotia	1	244	-	-	55	60	53,837
New Brunswick	4	1,276	-	-	37	28	13,733
Quebec	25	7,171	3	959	190	77	85,230
Ontario	22	5,521	11	11,719	339	289	274,675
Manitoba	9	1,027	-	-	48	75	16,555
Saskatchewan	34	4,707	-	-	116	191	53,033
Alberta	11	1,019	-	-	65	69	20,112
British Columbia (2)	11	2,686	-	-	66	101	76,185

(1) Excluding Newfoundland.

(2) Including Yukon and Northwest Territories.

Table 6-- Number of Theatres, Receipts, Taxes, and Admissions for Motion Picture Theatres (1)
Classified According to Size of Projection Equipment Used by Provinces, 1946

Province	Theatres using 35 mm. equipment				Theatres using 16 mm. equipment			
	No.	Receipts (2) \$	Amusement taxes \$	Admissions No.	No.	Receipts (2) \$	Amusement taxes \$	Admissions No.
(3) CANADA	1,619	69,027,470	13,555,875	220,301,071	331	629,772	72,515	2,158,153
Prince Edward Island	16	281,995	73,219	972,395	-	-	-	-
Nova Scotia	73	2,730,820	456,412	10,285,108	5	7,511	1,178	26,875
New Brunswick	55	1,984,964	359,180	7,316,989	3	8,138	1,160	27,920
Quebec	340	16,195,052	3,502,660	50,872,037	132	210,877	28,624	733,712
Ontario	472	29,378,665	5,803,236	92,328,704	51	144,702	23,317	528,071
Manitoba	137	3,691,758	590,328	12,345,610	9	17,685	1,418	62,010
Saskatchewan	222	3,157,961	325,688	10,214,299	41	62,946	500	229,016
Alberta	157	4,153,012	640,426	12,620,328	59	92,109	6,690	303,003
British Columbia (4)	147	7,453,243	1,302,524	23,345,601	31	85,810	9,628	347,545

(1) Including community enterprises.

(2) Excluding amusement taxes.

(3) Excluding Newfoundland.

(4) Including Yukon and Northwest Territories.

Table 7 --Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, (1) 1930, 1940, 1945, 1946, 1947, and 1948

Year and number of theatres under same ownership	Theatres		Receipts (2)		Admissions	
	Number	%	Amount	%	Number	%
1 9 3 0 --						
Total ...	915	100.0	38,130,100	100.0	-	-
One	656	71.7	15,772,000	41.4	-	-
Two and three	92	10.1	6,390,200	16.7	-	-
Four and over	167	18.2	15,967,900	41.9	-	-
1 9 4 0 --						
Total ...	1,229	100.0	37,474,122	100.0	131,530,799	100.0
One	576	46.9	9,319,639	24.8	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1 9 4 5 --						
Total ...	1,323	100.0	55,430,711	100.0	215,573,237	100.0
One	618	46.7	10,417,521	18.8	45,231,566	21.4
Two and three	178	13.5	5,374,438	9.7	21,134,158	9.8
Four to nineteen	156	11.8	6,329,831	11.4	26,332,493	12.2
Twenty and over	371	28.0	33,308,921	60.1	121,874,950	56.6
1 9 4 6 --						
Total ...	1,477	100.0	59,888,972	100.0	227,532,796	100.0
One	740	50.1	11,504,344	19.2	46,845,517	21.2
Two and three	194	13.1	5,634,115	9.5	21,490,387	9.4
Four to nineteen	172	11.7	7,153,795	11.9	29,160,933	12.8
Twenty and over	371	25.1	35,561,718	59.4	126,041,330	56.3
1 9 4 7 --						
Total ...	1,693	100.0	62,865,279	100.0	220,357,594	100.0
One	893	52.8	11,550,237	18.4	46,408,944	21.0
Two and three	197	11.6	5,481,532	8.7	19,679,992	8.9
Four to nineteen	201	11.9	7,332,329	12.1	28,998,419	13.1
Twenty and over	402	23.7	38,200,581	60.8	125,873,239	57.0
1 9 4 8 --						
Total ...	1,950	100.0	69,657,248	100.0	222,459,224	100.0
One	1,094	56.1	13,182,764	18.9	46,934,359	21.1
Two and three	221	11.3	6,828,842	9.8	22,325,101	10.0
Four to nineteen	206	10.6	8,653,909	12.4	29,997,621	13.5
Twenty and over	429	22.0	40,991,733	58.9	125,202,443	55.4

(1) Excluding Newfoundland.

(2) Excluding taxes.

Table 8--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1947 and 1948

Province	1 9 4 7					1 9 4 8				
	Total performances Number	Single- feature		Double- feature		Total performances Number	Single- feature		Double- feature	
		Number	% of total	Number	% of total		Number	% of total	Number	% of total
CANADA (2)	901,211	420,995	46.7	480,216	53.3	958,676	468,675	48.9	490,001	51.1
Prince Edward Island.	4,893	4,806	98.2	87	1.8	5,280	4,972	94.2	308	5.8
Nova Scotia	49,460	31,870	64.4	17,590	35.6	48,957	33,122	67.7	15,835	32.3
New Brunswick	32,846	22,028	67.1	10,818	32.9	35,575	25,205	70.9	10,370	29.1
Quebec	190,576	55,485	29.1	135,091	70.9	217,126	71,648	33.0	145,478	67.0
Ontario	343,240	141,965	41.4	201,275	58.6	363,593	157,181	43.2	206,412	56.8
Manitoba	63,924	29,142	45.6	34,782	54.4	64,539	31,957	49.5	32,582	50.5
Saskatchewan	65,896	50,701	76.9	15,195	23.1	68,861	54,677	79.4	14,184	20.6
Alberta	63,831	39,323	61.6	24,508	38.4	64,986	42,446	65.3	22,540	34.7
British Columbia (3).	86,545	45,675	52.8	40,870	47.2	89,759	47,467	52.9	42,292	47.1

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 9--Theatres Classified According to proportions of Single- and Double-Feature Performances, by Regions, 1948

[illegible]

Table 10--Distribution of Theatres According to General Evening Adult Price of Admission (including tax by Provinces, 1948

[illegible]

Table 11--Distribution of Theatres According to Number of Features Shown in Year, by Provinces, 1948

Province	(1) Total theatres	Number of feature films shown						Over
		Less than 26 films	26 to 78	79 to 130	131 to 182	183 to 234	235 to 286	
CANADA (2)	1,950	120	554	418	289	402	79	88
Prince Edward Island	16	-	5	7	3	1	-	-
Nova Scotia	78	3	10	22	21	12	6	4
New Brunswick	58	1	11	7	19	17	1	2
Quebec	472	59	115	73	63	91	31	40
Ontario	523	28	63	96	91	184	24	37
Manitoba	146	5	55	43	15	28	-	-
Saskatchewan	263	6	156	68	22	9	1	1
Alberta	216	13	96	55	29	20	2	1
British Columbia (3)	178	5	43	47	26	40	14	3
(1) Including community enterprises.		(2) Excluding Newfoundland.		(3) Including Yukon and Northwest Territories.				

Table 12--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1941-1946 and by Provinces, 1947 and 1948

Year and Province	(1) Total theatres	Number of weeks in operation and days per week														
		All theatres			52 weeks			40-51 weeks			20-39 weeks			Less than 20 weeks		
		6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days
1941	1,240	864	126	250	756	85	102	54	24	82	25	11	62	26	6	4
1942	1,247	880	123	244	823	95	111	37	16	75	13	4	50	7	8	9
1943	1,265	898	119	248	845	91	125	34	20	73	9	4	47	10	4	3
1944	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7	7	12
1945	1,323	925	125	273	852	95	158	53	19	68	5	9	39	15	2	8
1946	1,477	969	165	343	874	124	178	48	14	90	23	17	55	24	10	20
1947																
CANADA (2)	1,693	1,076	212	405	915	142	176	67	35	118	43	21	83	51	14	28
Prince Edward Island	14	4	4	6	3	3	2	-	-	3	1	1	1	-	-	-
Nova Scotia	79	59	9	11	49	6	4	4	2	4	3	-	1	3	1	2
New Brunswick	58	43	8	7	31	3	3	5	2	-	4	2	1	1	1	3
Quebec	318	224	55	39	181	32	10	14	8	9	14	10	14	15	5	6
Ontario	473	430	20	23	384	17	13	13	2	7	13	1	3	20	-	-
Manitoba	146	68	31	47	56	24	18	8	2	13	1	2	12	3	3	4
Saskatchewan	254	60	46	148	52	33	62	6	8	44	1	2	36	1	3	6
Alberta	178	74	21	83	69	12	48	3	5	24	1	3	8	1	1	3
British Columbia (3)	173	114	18	41	90	12	16	14	6	14	5	-	7	5	-	4
1948																
CANADA (2)	1,950	1,139	276	535	975	163	216	82	82	120	38	20	141	44	11	58
Prince Edward Island	16	6	4	6	5	3	2	-	-	4	-	1	-	1	-	-
Nova Scotia	78	57	13	8	49	10	3	4	2	4	3	-	-	1	1	1
New Brunswick	58	43	8	7	36	5	5	4	2	1	-	-	1	3	1	-
Quebec	472	259	63	150	214	34	29	19	14	29	14	12	55	12	3	37
Ontario	523	456	23	44	399	18	18	25	1	11	13	1	8	19	3	7
Manitoba	146	69	30	47	56	24	26	8	4	5	1	2	13	4	-	3
Saskatchewan	263	55	54	154	48	46	71	5	6	39	1	2	41	1	-	3
Alberta	216	78	65	73	67	14	43	4	47	9	4	1	16	3	3	5
British Columbia (3)	178	116	16	46	101	9	19	13	6	18	2	1	7	-	-	2
+ Includes 7-day week operation in the Province of Quebec.																
(1) Including community enterprises.																
(2) Excluding Newfoundland.																
(3) Including Yukon and Northwest Territories.																

+ Includes 7-day week operation in the Province of Quebec.

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 13--Theatres Classified According to Type of Operation, by Provinces, 1948

Province	Regular Theatres				Community Enterprises			
	No.	Seating Capacity	Receipts (1)	Taxes	No.	Seating Capacity	Receipts (1)	Taxes
CANADA (2)...	1,604	847,376	58,674,327	12,552,224	346	83,115	962,927	42,864
	148	73,699	5,002,268	890,790	4	823	11,140	359
	352	194,241	16,171,073	3,505,125	120	37,510	234,856	26,159
	502	329,538	29,414,192	5,826,553	21	4,312	109,175	-
	123	55,134	3,651,064	591,746	23	4,900	58,379	-
	168	55,896	2,925,350	326,188	95	19,827	295,557	-
	159	54,777	4,107,536	638,624	57	10,667	137,585	8,492
	152	84,091	7,422,818	1,804,298	26	5,056	116,235	7,854

Province	Regular Theatres				Community Enterprises			
	Admissions	Average Capacity Utilized %	Paid Employees		Admissions	Average Capacity Utilized %	Paid Employees Number	Salaries & Wages \$
			No.	\$				
CANADA (2) ...	219,289	32.7	12,387	12,985,639	No.	43.0	529	114,674
	18,587	33.5	989	823,212	41,387	62.9	3	565
	50,776	30.8	2,624	2,519,900	829,568	35.3	51	12,854
	92,539	33.2	5,382	5,943,801	316,850	53.6	23	9,696
	12,191	30.1	862	692,040	215,709	44.5	51	8,283
	9,451	32.2	625	530,053	992,102	42.8	244	46,508
	12,497	35.9	656	774,274	425,626	47.9	91	21,540
	23,244	35.4	1,249	1,702,359	348,558	51.5	66	15,228

(1) Excluding amusement taxes.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

(1) Excluding amusement taxes.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 14--Theatres Classified According to Type of Operation and Size of Equipment, 1948

Province	Regular Theatres							
	35 mm. equipment				16 mm. equipment			
	No.	Receipts (1) \$	Taxes \$	Admissions \$	No.	Receipts (1) \$	Taxes \$	Admissions \$
(2) CANADA	1,477	68,366,195	13,526,495	218,213,820	127	328,126	56,829	1,076,604
Maritimes	142	4,989,557	888,771	18,542,084	6	12,731	2,019	45,817
Quebec	318	16,069,470	3,485,358	50,471,038	34	101,603	19,767	305,143
Ontario	467	29,292,938	5,803,236	92,105,109	35	121,254	23,317	434,816
Manitoba	117	3,637,158	590,328	12,146,747	6	13,906	1,418	46,164
Saskatchewan	160	2,914,263	325,688	9,412,571	8	11,087	500	38,642
Alberta	135	4,070,260	634,250	12,372,116	24	37,276	4,374	125,589
British Columbia (3)	138	7,392,549	1,798,864	23,164,155	14	30,269	5,434	80,433

Province	Community Enterprises							
	35 mm. equipment				16 mm. equipment			
	No.	Receipts (1) \$	Taxes \$	Admissions \$	No.	Receipts (1) \$	Taxes \$	Admissions \$
CANADA (2)	142	661,275	27,178	2,087,251	204	301,652	15,686	1,081,549
Maritimes	2	8,222	40	32,408	2	2,918	319	8,979
Quebec	22	125,582	17,302	400,999	98	109,274	8,857	428,569
Ontario	5	85,727	-	223,595	16	23,448	-	93,255
Manitoba	20	54,600	-	198,863	3	3,779	-	15,846
Saskatchewan	62	243,698	-	801,728	33	51,859	-	190,374
Alberta	22	82,752	6,176	248,212	35	54,833	2,316	177,414
British Columbia (3)	9	60,694	3,660	181,446	17	55,541	4,194	167,112
(1) Excluding amusement taxes.								
		(2) Excluding Newfoundland.				(3) Including Yukon and Northwest Territories.		

Table 15--Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1947 and 1948

Province	1 9 4 7				1 9 4 8			
	New (1) theatres	Theatres re-opened	Theatres closed	Net increase	New (1) theatres	Theatres re-opened	Theatres closed	Net change
CANADA (2).....	233	10	27	+216	306	7	56	+257
Prince Edward Island ..	4	-	-	+ 4	2	-	-	+ 2
Nova Scotia	8	-	-	+ 8	2	-	3	- 1
New Brunswick	14	-	-	+ 14	4	-	4	0
Quebec	73	1	6	+ 68	165	-	11	+154
Ontario	56	1	4	+ 53	52	2	4	+ 50
Manitoba	13	-	4	+ 9	8	-	8	0
Saskatchewan	19	5	10	+ 14	17	3	11	+ 9
Alberta	23	-	1	+ 22	42	1	5	+ 38
British Columbia (3)...	23	3	2	+ 24	14	1	10	+ 5

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 16--Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used,
by Provinces, 1947 and 1948

Year and province	Operators using 35 mm. equipment				Operators using 16 mm. equipment			
	No.	Receipts (1) \$	Amusement taxes \$	Admissions No.	No.	Receipts (1) \$	Amusement taxes \$	Admissions No.
1 9 4 7 CANADA (2)	9	38,007	7,381	158,303	233	412,828	92,344	1,508,007
Prince Edward Island	1	(x)	(x)	(x)	3	9,937	2,619	37,054
Nova Scotia	-	-	-	-	31	53,463	19,557	220,916
New Brunswick	-	-	-	-	13	13,589	2,788	42,660
Quebec	2	(x)	(x)	(x)	18	14,952	3,408	55,938
Ontario	-	-	-	-	44	110,678	20,105	383,487
Manitoba	4	11,995	2,413	52,161	21	22,013	4,113	84,338
Saskatchewan	-	-	-	-	52	70,942	12,998	284,526
Alberta	-	-	-	-	32	69,466	16,889	246,114
British Columbia (3)....	2	(x)	(x)	(x)	19	47,788	10,867	153,834
1 9 4 8 CANADA (2)	8	45,778	8,115	161,885	157	382,525	50,653	1,370,935
Prince Edward Island	-	-	-	-	3	11,130	3,139	19,171
Nova Scotia	-	-	-	-	17	34,748	6,893	146,326
New Brunswick	-	-	-	-	8	13,583	978	45,719
Quebec	1	(x)	(x)	(x)	15	29,867	3,632	95,551
Ontario	-	-	-	-	35	91,102	16,630	298,955
Manitoba	4	11,444	1,491	39,532	14	22,830	1,862	86,687
Saskatchewan	1	(x)	(x)	(x)	33	71,415	1,632	250,711
Alberta	-	-	-	-	21	68,709	7,072	234,713
British Columbia (3) ...	2	(x)	(x)	(x)	11	39,141	8,815	193,102

(1) Excluding Amusement taxes. (2) Excluding Newfoundland. (3) Including Yukon and Northwest Territories
(x) Indicates figures are withheld to avoid disclosing individual operations, but these are included in totals.

Table 17--Principal Statistics for Film Exchanges in Canada, 1930 and 1934 to 1948

Year	No. of com-panies	No. of Exchange Offices	No. of employees		Salaries and Wages		Receipts		Other sources (2)
			Male	Female	Male	Female	Film rentals (1)	Advertising (2)	
1930	-	59	372	291	1,074,700		9,536,200		
1934	-	60	344	230	923,400		7,370,200		
1935	-	61	358	249	953,700		7,404,500		
1936	-	66	377	265	1,011,200		8,358,900	(2)	(2)
1937	-	63	380	256	1,062,900		9,471,100		
1938	-	62	385	263	1,081,900		10,218,700		
1939	-	67	414	275	1,125,800		10,315,500		
1940	-	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	-	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	-	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	-	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,660,399	443,645	273,153

(1) Includes receipts from advertising and other sources previous to 1940.

(2) Figures for years previous to 1940 included with "Film rentals".

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(GOVERNMENT OF CANADA)

Motion Picture Theatres, 1949

(THEATRES)

1949

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PUBLICATION



THEATRES

1949

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada -- mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I - Wholesale Statistics

- A. General Review
- B. Wholesale Trade
- C. Operating Results of Food Wholesalers
- D. Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers
- E. Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment)

Part II - Retail Statistics

- F. General Review
- G. Retail Trade
- H. Department Store Sales and Stocks
- I. Retail Chain Stores
- J. Operating Results of Chain Food Stores
- K. Operating Results of Chain Clothing Stores
- L. Operating Results of Miscellaneous Chain Stores (variety, drug, furniture)

Part III - Services and Special Fields

- M. Laundries, Cleaners and Dyers
- N. Theatres
- P. Advertising Agencies (Memorandum)
- Q. Sales Financing
- R. Farm Implement and Equipment Sales
- AA. New Motor Vehicle Sales and Motor Vehicle Financing

The reports are punched to permit of filing in a ring binder.

TABLE OF CONTENTS

	<u>Page</u>
PART 1. MOTION PICTURE EXHIBITORS	
Text.....	N-5
Graphic Review of Motion Picture Statistics.....	N-6
Tables:	
Table 1. Summary Statistics of Motion Picture Exhibitors, by Provinces, 1949.	N-10
Table 2. Receipts of Motion Picture Exhibitors, by Provinces, 1943 to 1949.....	N-10
Table 3. Principal Statistics of Motion Picture Exhibitors, by Provinces and for Selected Cities, 1949	N-11
Table 4. Motion Picture Exhibitors by Number of Weeks in Operation and Average Number of Days per Week, by Provinces, 1949	N-12
Table 5. Motion Picture Exhibitors by Type of Operation, by Provinces, 1949	N-13
Table 6. Motion Picture Exhibitors by Type of Operation and Size of Projection Equipment, by Provinces, 1949	N-14
Table 7. Proprietors of Unincorporated Firms, 1949	N-15
Table 8. Paid Employees, 1949	N-16
PART 2. ITINERANT EXHIBITORS	N-17
PART 3. FILM EXCHANGES	N-18
PART 4. NATIONAL FILM BOARD ACTIVITIES	N-19

EXPLANATION OF TERMS

Motion Picture Exhibitors includes regular theatres and community enterprises. Included with regular theatres are a number of exhibitors using 16 mm. projection equipment. These exhibitions are not given in recognized theatres, but usually in community halls. They are given by independent exhibitors for their own profit and are distinguished from "Itinerant Exhibitors" in that they exhibit in one locality only.

Community Enterprises designates motion picture shows given in community halls by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc. Figures for such exhibitions are included in the text and tables headed "Motion Picture Exhibitors".

Drive-in Theatres. Figures for drive-in theatres have not been included in the tables relating to "Motion Picture Exhibitors". Statistics for "drive-ins" are presented in a special section on page N-9 of this bulletin.

Itinerant Exhibitors. Part 2 of this report deals with itinerant exhibitors of motion pictures. The figures appearing throughout Part 1 do not include the operations of this type of distributor.

PART I. - THEATRES

Motion Picture Theatres

General Summary

Canada's theatres numbered 2,200 in 1949 and had receipts of \$78,559,779 with an additional \$12,616,789 being collected in amusement taxes. Newfoundland figures were included in 1949 for the first time. Without Newfoundland, the number of theatres in nine provinces was 2,155 with receipts (excluding taxes) of \$77,701,797 and taxes amounting to \$12,559,804. This was an increase of 5% in number of theatres and of 12% in receipts over the 1,950 theatres with receipts of \$69,657,248 in 1948. Taxes collected by theatres declined from \$13,626,188 in 1948 to \$12,616,789 in 1949, the first full year in which there was no Federal Amusement Tax. The following table shows the net changes in number of theatres by provinces between 1948 and 1949.

Change in Number of Motion Picture Exhibitors, (1) by Provinces, 1949

Province	New theatres	Theatres re-opened	Theatres closed	Net change from 1948
CANADA	324	12	86	+250
Newfoundland	45(2)	-	-	+ 45(2)
Prince Edward Island	2	-	1	+ 1
Nova Scotia	6	-	2	+ 4
New Brunswick	7	-	1	+ 6
Quebec	75	-	41	+ 34
Ontario	52	1	14	+ 39
Manitoba	11	5	7	+ 9
Saskatchewan	76	6	4	+ 78
Alberta	27	-	7	+ 20
British Columbia (3)	23	-	9	+ 14

(1) Not including itinerant exhibitors.

(2) Not necessarily new theatres, but included for the first time.

(3) Including Yukon and Northwest Territories.

With the increase in number of theatres, seating capacity in the nine provinces rose 6%, from 950,491 seats in 1948 to 988,893 seats in 1949. Newfoundland theatres accounted for 15,956 seats bringing the total for Canada to 1,004,849.

Attendance at Canadian theatres continued to rise but to a lesser extent than receipts. Paid admissions in 1949 numbered 230,333,513 persons in the nine provinces, 3.5% higher than 1948 admissions which totalled 222,459,224. Newfoundland theatres accounted for an additional 2,665,032 admissions. The increase in admissions did not keep pace with the increase in number of seats available, with the result that average capacity utilized amounted to 30.7% of the potential capacity of 757,750,803 in 1949 as compared with 32.8% in 1948. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances given and adding the results. The 1949 figure for average capacity utilized is lower than that for any year since 1940, as the following table shows:

Average capacity utilized

1940 - 30.0%	1945 - 36.5%
1941 - 31.0%	1946 - 37.6%
1942 - 32.4%	1947 - 34.2%
1943 - 35.7%	1948 - 32.8%
1944 - 35.9%	1949 - 30.7%

Average admission price without taxes (total receipts divided by the number of admissions) rose from 31.3 cents in 1948 to 33.7 cents in 1949.

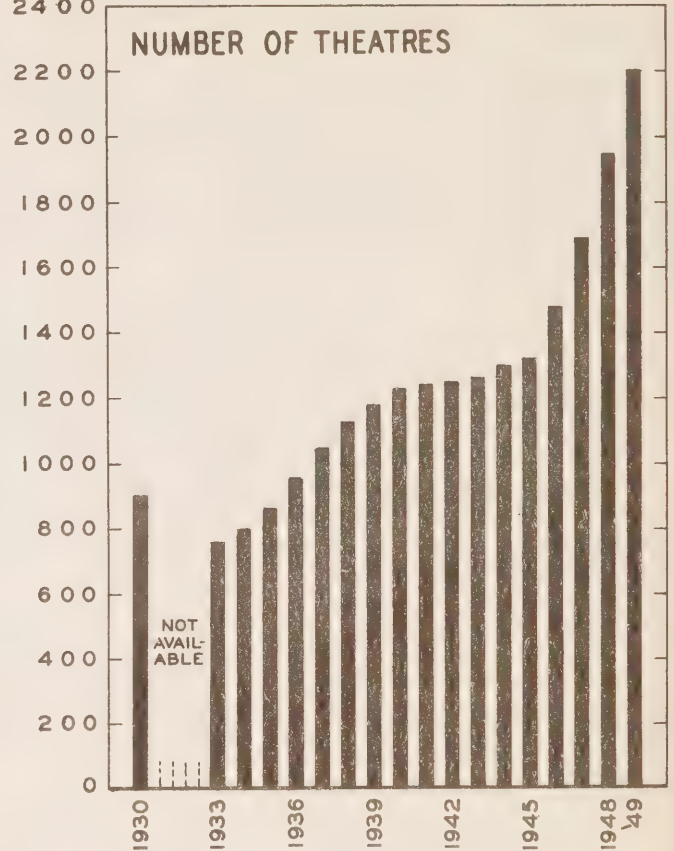
GRAPHIC REVIEW OF THEATRE STATISTICS

1930 — 1949

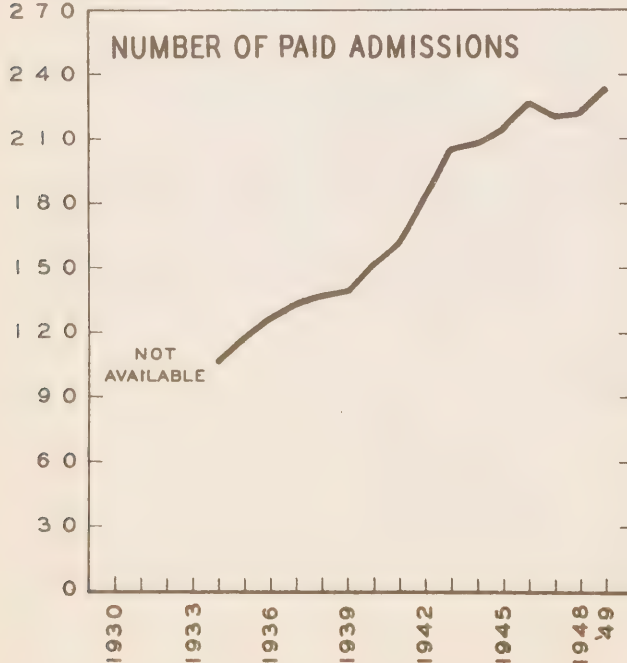
MILLIONS
OF DOLLARS
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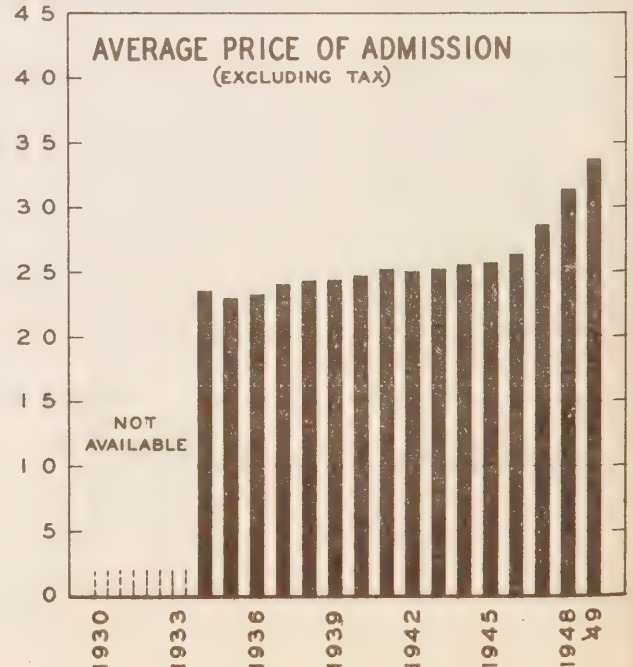
NUMBER OF
THEATRES
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MILLIONS
OF PERSONS
2 7 0



CENTS



Receipts and Attendance by Provinces and for Selected Cities (Table 3)

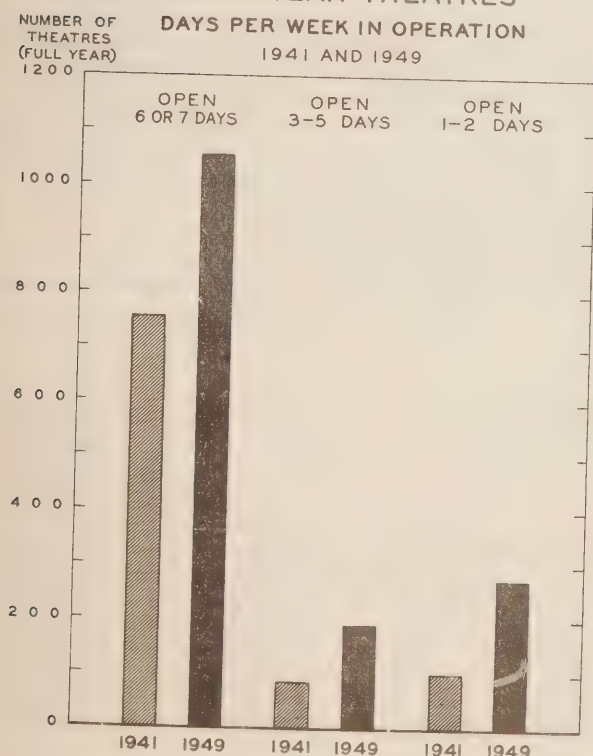
Theatres in all provinces reported higher receipts in 1949 than in 1948. Prince Edward Island, New Brunswick and British Columbia reported only minor gains in receipts, while paid admissions declined 2% in both New Brunswick and British Columbia and were unchanged from 1948 in Prince Edward Island. Receipts and attendance in the major cities of New Brunswick and British Columbia were lower in 1949 than in 1948, while increases occurred in the smaller localities within these provinces.

Ontario theatres reported receipts 8% higher than in 1948 and attendance up 3%. Three localities, Fort William, St. Catharines and Timmins, reported small declines in volume of receipts, while attendance was down, compared with 1948, in Hamilton, Kingston, Fort William, St. Catharines, Kitchener, Guelph, Timmins, and Sarnia. The outstanding increase was registered for Port Arthur where an advance of 40% in receipts and 23% in attendance, counterbalanced the decreases reported for Fort William, and resulted in gains for the Twin Cities of 13% in receipts and 5% in attendance.

More substantial increases, ranging between 14% and 20% for receipts and 4% and 8% in attendance, were recorded for Nova Scotia, Quebec, and the Prairie Provinces. Receipts were up in all localities in these provinces but small declines in admissions were recorded for Hull and Sherbrooke in Quebec and for Winnipeg, Manitoba. On the other hand, the only localities to record marked gains in theatre receipts and attendance in these provinces were Halifax, N.S., and Rouyn and Quebec City in the Province of Quebec.

Most noticeable in the Western Provinces, but evident in Quebec and New Brunswick as well, was the tendency for gains in both receipts and attendance to be greater in the smaller localities with fewer than 4 theatres (shown in Table 3 as "other places") than in the larger localities for which separate figures have been compiled. This expansion in smaller localities is indicated in the number of exhibitors as well and may be partly accounted for by the increasing number of 16 mm. operations in these communities.

FULL-YEAR THEATRES
DAYS PER WEEK IN OPERATION
1941 AND 1949



Employment (Tables 7 and 8)

Motion picture theatres in Canada provided employment in 1949 for 15,533 persons of whom 1,800 were proprietors and family members. Paid employees, including executives of incorporated companies, numbered 13,733 and drew salaries and wages amounting to \$14,590,459 during the year. Of these figures, 698 proprietors and members of their families and 11,233 employees were engaged in the operation of theatres which were open for 300 days or more during the year. Paid employees in these "full-time" theatres received \$13,453,792 of which \$4,523,883 went to 1,818 projectionists. Part time theatres - those operating less than 300 days during the year - employed another 1,102 proprietors and family members and 2,500 paid employees whose salaries and wages amounted to \$1,136,667. Projectionists in part-time theatres numbered 756 and drew salaries amounting to \$513,466.

Period in Operation (Table 4)

Of the total number of theatres, 1,238 were open for the full week, 256 others had performances on from three to five days per week, while the remaining 706 were in operation only one or two days each week. In all, 1,518 theatres were open for 52 weeks during the year while 118 were operating for less than 20 weeks.

Size of Equipment and Type of Operation (Tables 5 and 6)

Of the 2,200 commercial exhibitors of motion pictures in Canada (excluding itinerant exhibitors) 479 used 16 mm. projection equipment. Receipts of these 16 mm. locations amounted to \$829,543 with an additional amount of \$71,848 being collected in taxes. While 16 mm. locations form a small part of the total motion picture exhibition field (21.8% of total exhibitors excluding itinerants, 1.1% of receipts, and 1.2% of admissions), they are advancing in number and volume of business at a faster rate than are the 35 mm. houses. The following table presents percentage changes between 1948 and 1949 for each of the two classes of exhibitors.

MERCHANDISING AND SERVICES

Item	Establishments Using	
	35 mm. equipment	16 mm. equipment
	(% change 1949/1948)	
No. of establishments	+ 6.3	+44.7
Receipts (excl. taxes)	+12.6	+31.7
Paid admissions	+ 4.5	+26.3

As mentioned previously in this report, the 2,200 theatres include establishments designated as "community enterprises". These establishments constitute community or parish halls used for motion picture exhibitions in localities which do not have a regular theatre. They are operated by community organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches, etc., and differ from regular theatres in that the members of the organizations frequently provide their services free of charge which obviates the necessity of paid employees.

Community enterprises numbered 469 in 1949 and had receipts, excluding taxes, of \$1,140,307. Attendance at performances given in these halls numbered 3,686,197 during the year. The average capacity utilized in these performances works out at 36.8% of potential capacity as compared with 30.7% for regular theatres. Most of these locations are not equipped with permanent seats but use portable chairs or benches.

Of the 469 community enterprises in the motion picture field, 327 used 16 mm. projection equipment and 142 were equipped with 35 mm. projectors. The number of 16 mm. community enterprises increased from 204 in 1948 to 327 in 1949, while the number of 35 mm. locations remained constant.

There were 152 establishments included in the 1,731 regular theatres which reported the use of 16 mm. equipment. They represent in large part community halls in which motion pictures are shown by private individuals or firms rather than by non-profit organizations. Receipts of these 16 mm. locations amounted to \$386,776 (up 18% from 1948) and admissions numbered 1,209,416 (12% above 1948).

Ownership

Almost 30% of all theatres were units of chain organizations which operated four or more theatres, and over one-fifth of all theatres were in the "20-theatres-and-over" class. Chain theatres, as the following table shows, accounted for 70.8% of receipts and 68.0% of admissions.

Motion Picture Exhibitors (1) Classified According to Number of Establishments Under Same Ownership, Canada, 1930, 1940 and 1949

Year and Number of Establishments Under Same Ownership		Number of establishments		Receipts (2)		Admissions	
		Number	%	Amount	%	Number	%
1930	Total	915	100.0	38,130,100	100.0	-	-
One		656	71.7	15,772,000	41.4	-	-
Two and three		92	10.1	6,390,200	16.7	-	-
Four and over		167	18.2	15,967,900	41.9	-	-
1940	Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One		576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three		212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen		148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over		293	23.8	19,967,041	53.3	71,621,034	47.2
1949	Total	2,200	100.0	78,559,779	100.0	232,998,545	100.0
One		1,293	58.8	15,382,974	19.6	51,191,367	22.0
Two and three		248	11.3	7,527,764	9.6	23,273,508	10.0
Four to nineteen		193	8.8	9,473,477	12.0	29,389,946	12.6
Twenty and over		466	21.1	46,175,564	58.8	129,143,724	55.4

(1) Not including itinerant exhibitors.

(2) Excluding taxes.

Drive-in Theatres

The foregoing figures, and those contained in the main tables of this report, do not include drive-in theatres. Figures for these have been tabulated separately and are presented below for the years 1947, 1948 and 1949.

Principal Statistics of Drive-in Theatres, 1949

	1947	1948	1949
Number of drive-in theatres	7	15	30
Total capacity, cars	5,438	9,975	15,924
Receipts (excluding taxes)	\$ 274,325	658,641	1,392,760
Taxes	\$ 57,702	131,124	245,094
Number of paid admissions	670,583	1,595,947	3,091,314
Number of performances	1,710	3,870	8,043
Single feature	1,626	2,704	6,793
Double feature	84	1,166	1,250
Total employees	100	255	436
Total salaries and wages	\$ 61,432	170,654	289,508
Projectionists -			
Number	15	27	43
Salaries	\$ 19,057	47,330	82,896
All other employees -			
Number - male	71	216	309
- female	14	12	84
Salaries and wages	\$ 42,375	123,324	206,712

Per Capita Expenditure on Motion Picture Entertainment

Per capita expenditure for Canada as a whole amounted to \$6.89 for the year 1949, an increase of 6% over 1948 when Canadians spent an average of \$6.50 per person on movies. Expenditures for the various provinces ranged from \$2.69 to \$8.94 per person, the smallest amounts being recorded for Newfoundland and Prince Edward Island and the largest for Ontario and British Columbia. Per capita expenditures on motion picture entertainment increased between 1948 and 1949 in all provinces except Prince Edward Island and New Brunswick although British Columbia registered only a slight gain of less than one per cent. Alberta expenditures were up 15%, while increases in the other provinces ranged between 5% and 10%. The following table shows the per capita expenditures for selected years.

Per Capita Expenditure (1) on Motion Picture Entertainment,
Canada and the Provinces, 1942, 1945, 1948 and 1949

Province	1942	1945	1948	1949
	\$	\$	\$	\$
Newfoundland	-	-	-	2.69
Prince Edward Island	2.52	3.31	3.97	3.82
Nova Scotia	5.89	6.56	5.10	5.38
New Brunswick	3.75	4.76	4.71	4.44
Quebec	3.81	4.36	5.27	5.74
Ontario	6.53	7.16	8.25	8.94
Manitoba	4.39	5.13	5.73	6.20
Saskatchewan	2.56	3.83	4.24	4.67
Alberta	4.22	5.34	5.87	6.77
British Columbia (2)	7.52	8.15	8.52	8.59
CANADA	5.01	5.77	6.50	6.89

- (1) Based on total receipts of regular theatres, drive-ins, and itinerant exhibitors.
(2) Includes Yukon and Northwest Territories.

Legitimate Theatres

Six theatres whose main source of revenue was stage performances rather than motion pictures had receipts (not including taxes) of \$1,405,272 in 1949 and collected \$212,910 in taxes. Attendance of these theatres numbered 999,404. Four of these theatres were located in Ontario and two in the Province of Quebec.

Table 1 - Summary Statistics of Motion Picture Exhibitors, by Provinces, 1949

Province	No. of establishments	(1) Receipts	Amusement taxes	Number of paid admissions	Employees		
					Male	Female	Salaries & wages
		\$	\$				\$
CANADA.....	2,200	78,559,779	12,616,789	232,998,545	8,304	5,429	14,590,459
Newfoundland	45	857,982	56,985	2,665,032	127	70	137,460
Prince Edward Island	17	288,741	58,361	972,579	30	19	32,563
Nova Scotia	82	3,111,160	315,514	11,134,120	275	278	518,589
New Brunswick	64	2,051,791	225,410	7,212,478	213	193	353,118
Quebec	506	19,502,992	2,781,847	54,496,582	2,058	782	2,857,447
Ontario	562	31,937,717	6,298,906	95,343,574	3,356	2,259	6,560,429
Manitoba	155	4,307,397	401,372	12,903,474	441	441	786,718
Saskatchewan	341	3,728,765	167,312	11,324,578	609	372	637,079
Alberta	236	5,111,220	462,305	13,910,641	490	331	870,615
British Columbia (2).....	192	7,662,014	1,848,777	23,035,487	705	684	1,836,441

(1) Not including amusement taxes.

(2) Including Yukon and Northwest Territories.

Table 2 - Receipts⁽¹⁾ of Motion Picture Exhibitors, by Provinces, 1943 to 1949

Province	1943	1944	1945	1946	1947	1948	1949
	\$	\$	\$	\$	\$	\$	\$
CANADA	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248	78,559,779
Newfoundland	-	-	-	-	-	-	857,982
Prince Edward Island ...	226,902	230,550	224,697	223,804	225,835	281,995	288,741
Nova Scotia	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331	3,111,160
New Brunswick	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102	2,051,791
Quebec	10,187,162	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929	19,502,992
Ontario	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367	31,937,717
Manitoba	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443	4,307,597
Saskatchewan	2,188,885	2,347,726	2,553,779	2,889,343	2,914,301	3,220,907	3,728,765
Alberta	3,218,683	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121	5,111,220
British Columbia (2) ...	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053	7,662,014

(1) Not including amusement taxes.

(2) Including Yukon and Northwest Territories.

THEATRES

N-11

Table 3 - Principal Statistics of Motion Picture Exhibitors, by Provinces and for Selected Cities, 1949

Province and City	No. of establishments	Seating capacity	(1) Receipts \$	Amusement taxes \$	Number of paid admissions	Potential number of admissions	Ave. capacity utilized %	(2) Ave. admission price ¢
CANADA.....	2,200	1,004,849	78,559,779	12,616,789	232,998,545	757,750,803	30.7	33.7
Newfoundland	45	15,956	857,982	56,985	2,665,032	9,369,452	28.4	32.2
St. Johns	7	5,885	383,392	42,956	1,188,210	5,036,390	23.6	32.3
Other Places.....	38	10,071	474,590	14,029	1,476,822	4,333,062	34.1	32.1
Prince Edward Island	17	5,880	288,741	58,361	972,579	2,948,180	33.0	29.7
Nova Scotia	82	42,023	3,111,160	315,514	11,134,120	33,805,906	32.9	27.9
Halifax	10	8,841	943,559	98,250	3,224,074	10,757,864	30.0	29.3
Sydney	5	3,647	315,751	36,150	1,088,975	2,869,844	37.9	29.0
Other Places	67	29,535	1,851,850	181,114	6,821,071	20,178,198	33.8	27.1
New Brunswick	64	28,861	2,051,791	225,410	7,212,478	22,664,208	31.8	28.4
Saint John	6	5,710	520,955	55,230	1,786,513	6,324,604	28.2	29.2
Other Places	58	23,151	1,530,836	170,180	5,425,965	16,339,604	33.2	28.2
Quebec	506	244,786	19,502,992	2,781,847	54,496,582	187,388,918	29.1	35.8
Hull	4	3,099	338,184	51,347	1,181,052	4,468,776	26.4	28.6
Montreal (3)	95	85,942	11,214,990	1,608,629	30,817,292	104,181,890	29.5	36.4
Quebec	15	10,299	1,292,471	188,700	3,670,115	11,987,414	30.6	35.2
Rouyn	4	2,282	229,753	34,604	601,420	2,144,054	28.1	38.2
St. Jean	4	2,679	177,471	26,219	542,663	1,728,192	31.4	32.7
Sherbrooke	5	4,400	408,374	57,031	1,167,099	4,256,330	27.4	35.0
Three Rivers	4	3,181	344,472	46,592	1,000,648	3,070,704	32.6	34.4
Other Places	375	132,904	5,497,277	768,725	15,516,293	55,551,548	27.9	35.4
Ontario	562	349,431	31,937,717	6,298,906	95,343,574	313,617,692	30.4	33.5
Toronto (4).....	124	104,008	11,021,357	2,196,656	30,839,822	97,435,258	31.7	35.7
Hamilton	20	18,329	2,053,619	407,717	6,241,069	18,210,282	34.3	32.9
Ottawa	17	16,773	1,789,340	354,369	5,755,833	21,104,764	27.3	31.1
Windsor	12	10,329	1,205,575	236,968	3,373,725	14,089,836	23.9	35.7
London	8	8,337	1,019,601	204,473	2,831,978	10,194,236	27.8	36.0
Kingston	4	3,951	461,644	90,344	1,340,824	5,091,528	26.3	34.4
Port William	6	4,727	430,531	84,928	1,181,336	5,780,736	20.4	36.4
Port Arthur	4	3,657	364,340	71,820	979,550	4,871,256	20.1	37.2
St. Catharines	5	4,014	480,800	93,498	1,528,323	4,967,040	30.8	31.5
Sudbury	6	4,817	665,942	122,186	1,852,205	5,575,678	33.2	36.0
Brantford	5	5,056	491,896	94,727	1,420,661	5,930,236	24.0	34.6
Kitchener	4	3,921	428,578	85,062	1,438,719	3,994,536	36.0	29.8
Peterborough	5	4,079	421,104	82,455	1,203,058	5,014,704	24.0	35.0
Sarnia	4	3,728	348,005	68,062	1,059,779	3,745,300	28.3	32.8
Guelph	4	3,713	321,017	61,862	908,399	3,267,268	27.8	35.3
Oshawa	4	3,001	369,217	73,287	1,116,204	4,203,012	26.6	33.1
St. Thomas	4	3,501	202,966	39,203	610,950	2,654,372	23.0	33.2
Sault Ste. Marie ...	4	3,207	373,337	67,170	1,062,551	4,499,434	23.6	35.1
Timmins	4	3,797	383,436	73,890	1,108,380	3,553,992	31.2	34.6
Other Places	318	136,486	9,106,452	1,790,229	29,490,188	89,434,426	33.0	30.9
Manitoba	165	63,082	4,307,397	401,372	12,903,474	43,574,747	29.6	33.4
Winnipeg (5).....	43	31,769	3,070,730	306,360	8,818,828	32,331,154	27.3	34.8
Other Places	112	31,313	1,236,659	95,012	4,084,646	11,243,593	36.3	30.3

Continued on next page

Table 3 - Principal Statistics of Motion Picture Exhibitors, by Provinces and for Selected Cities, 1949
(Cont'd.)

Province and City	No. of establishments	Seating capacity	(1) Receipts \$	Amusement taxes \$	Number of paid admissions	Potential number of admissions	Ave. capacity utilized %	(2) Ave. admission price ¢
Saskatchewan	341	90,364	3,728,765	167,312	11,324,578	35,436,030	32.0	32.9
Saskatoon	6	5,215	601,497	45,687	1,876,873	6,566,256	29.5	32.0
Regina	6	5,020	690,519	51,172	1,945,353	6,086,976	32.0	35.5
Other Places	329	80,129	2,436,749	70,453	7,502,352	22,982,798	32.6	32.5
Alberta	236	70,727	5,111,220	462,305	13,910,641	38,815,375	35.8	36.7
Edmonton	11	8,299	1,432,942	132,256	3,821,600	9,942,920	38.4	37.5
Calgary	11	8,825	1,365,645	127,205	3,364,765	11,699,318	28.8	40.6
Other Places	214	53,603	2,312,633	202,844	6,724,276	17,173,137	39.2	34.4
British Columbia (6)	192	93,739	7,662,014	1,848,777	23,035,487	70,130,295	32.8	33.3
Vancouver (7)	45	38,972	3,804,893	934,800	11,488,999	37,807,184	30.4	33.1
Victoria	9	8,084	790,089	200,062	2,226,145	9,672,458	23.0	35.5
New Westminster	6	3,837	382,937	95,407	1,238,053	4,105,296	30.2	30.9
Other Places	132	42,846	2,684,005	618,508	8,082,290	18,545,357	43.6	33.2

(1) Not including amusement taxes.

(2) Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) Including Lachine, Verdun, Westmount and Outremont.

(4) Including Forest Hill, Leaside, Scarboro and Swansea.

(5) Including St. James, Norwood, St. Boniface and St. Vital.

(6) Including Yukon and Northwest Territories.

(7) Including Burnaby, North Vancouver and West Vancouver.

Table 4 - Motion Picture Exhibitors by Number of Weeks in Operation and Average Number of Days Per Week, by Provinces, 1949

	All establishments				Open 52 weeks			Open 40-51 weeks			Open 20-39 weeks			Open less than 20 weeks		
	Total	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days
CANADA	2,200	1,238	256	706	1,055	189	274	85	35	176	70	19	179	28	13	77
Newfoundland.....	45	25	7	13	21	3	4	1	1	1	1	3	6	2	-	2
Prince Edward Island.	17	5	5	7	5	4	4	-	-	-	-	1	3	-	-	-
Nova Scotia	82	58	12	12	53	8	6	3	3	4	2	1	1	-	-	1
New Brunswick	64	48	6	10	41	4	2	3	1	3	3	-	3	1	1	2
Quebec	506	283	65	158	237	45	37	22	9	32	16	7	59	8	4	30
Ontario	562	476	22	64	416	17	22	26	1	10	26	2	15	8	2	17
Manitoba	155	70	37	48	58	34	30	7	-	7	2	1	8	3	2	3
Saskatchewan	341	61	55	225	49	42	98	6	9	60	5	2	57	1	2	10
Alberta	236	89	26	121	73	16	57	8	8	38	6	-	15	2	2	11
British Columbia	192	123	21	48	102	16	14	9	3	21	9	2	12	3	-	1

(1) Including Yukon and Northwest Territories.

Note: "6+" includes 7-day week operation in the Province of Quebec.

Table 5 - Motion Picture Exhibitors by Type of Operation, by Provinces, 1949

Province	No.	Number of seats	(1) Receipts	Taxes	Number of paid admissions	Av. cap. utiliz.	Paid employees	
							Number	Salaries & wages
			\$	\$		%		\$
Regular Theatres								
CANADA	1,731	902,262	77,419,472	12,563,737	229,312,348	30.7	13,064	14,438,048
Atlantic Provinces (2) ..	189	89,720	6,258,091	655,739	21,784,391	31.8	1,187	1,037,226
Quebec	375	205,519	19,240,015	2,753,187	53,589,405	29.2	2,749	2,826,834
Ontario	519	342,053	31,862,708	6,298,225	95,141,150	30.4	5,595	6,555,096
Manitoba	130	57,756	4,235,223	401,342	12,643,981	29.4	833	777,045
Saskatchewan	195	61,970	3,360,125	167,312	10,129,630	31.2	589	583,616
Alberta	163	57,190	4,924,371	448,777	13,348,222	35.5	703	843,365
British Columbia (3)	160	88,054	7,538,939	1,839,155	22,675,569	32.7	1,308	1,814,866
Community Enterprises								
CANADA.....	469	102,587	1,140,307	53,052	3,686,197	36.8	669	152,411
Atlantic Provinces (2) ..	19	3,000	51,583	531	199,818	51.6	18	4,504
Quebec	131	39,267	262,977	28,660	907,177	25.3	91	30,613
Ontario	45	7,378	75,009	681	202,424	36.2	20	5,333
Manitoba	25	5,326	72,174	30	259,493	43.3	49	9,673
Saskatchewan	146	28,394	368,640	-	1,194,948	40.6	292	53,463
Alberta	73	13,537	186,849	13,528	582,419	46.0	118	27,250
British Columbia (3)	32	5,685	123,075	9,622	359,918	50.2	81	21,575

(1) Not including amusement taxes.

(2) The Maritime Provinces and Newfoundland have been combined in order to avoid disclosing individual operations.

(3) Including Yukon and Northwest Territories.

MERCHANDISING AND SERVICES

Table 6 - Motion Picture Exhibitors by Type of Operation and Size of Projection Equipment, by Provinces, 1949

Province	Establishments using 35mm. equipment				Establishments using 16 mm. equipment			
	No.	(1) Receipts \$	Amusement taxes \$	Number of paid admissions	No.	(1) Receipts \$	Amusement taxes \$	Number of paid admissions
Total, All Establishments								
CANADA.....	1,721	77,750,236	12,544,941	230,271,899	479	829,543	71,848	2,726,646
Newfoundland	34	842,169	56,985	2,609,849	11	16,813	-	55,183
Prince Edward Island ...	17	288,741	58,381	972,579	-	-	-	-
Nova Scotia	74	3,097,701	314,101	11,090,776	8	13,459	1,413	43,344
New Brunswick	57	2,045,647	224,689	7,186,652	7	6,144	721	25,826
Quebec	364	19,269,738	2,756,815	53,706,590	142	233,254	25,032	789,992
Ontario	487	31,780,827	6,275,938	94,810,366	75	156,890	22,968	533,208
Manitoba	145	4,285,456	399,777	12,828,881	10	21,941	1,595	74,593
Saskatchewan	228	3,574,522	167,282	10,808,561	113	154,243	30	516,017
Alberta	162	4,976,067	452,775	13,481,123	74	135,153	9,530	429,518
British Columbia (3)	153	7,569,368	1,838,218	22,776,522	39	92,646	10,559	258,965
Regular Theatres								
CANADA.....	1,579	77,032,696	12,514,520	228,102,932	152	386,776	49,217	1,209,416
Atlantic Provinces (2) ..	177	6,238,728	653,921	21,720,250	12	19,363	1,818	64,141
Quebec	342	19,120,365	2,738,791	53,267,257	33	119,650	14,396	322,148
Ontario	484	31,752,671	6,275,938	94,748,216	35	110,037	22,287	392,934
Manitoba	123	4,218,896	399,747	12,592,235	7	16,327	1,595	51,746
Saskatchewan	169	3,319,424	167,282	10,003,348	26	40,701	30	126,282
Alberta	140	4,875,216	444,977	13,187,342	23	49,155	3,800	160,880
British Columbia ... (3) ..	144	7,507,396	1,833,864	22,584,284	16	31,543	5,291	91,285
Community Enterprises								
CANADA.....	142	697,540	30,421	2,168,967	327	442,767	22,631	1,517,230
Atlantic Provinces (2) ..	5	35,530	215	139,606	14	16,053	316	60,212
Quebec	22	149,373	18,024	439,333	109	113,604	10,636	467,844
Ontario	3	28,156	-	62,150	40	46,853	681	140,274
Manitoba	22	66,560	30	236,646	3	5,614	-	22,847
Saskatchewan.....	59	255,098	-	805,213	87	113,542	-	389,735
Alberta	22	100,851	7,798	293,781	51	85,998	5,730	268,638
British Columbia (3)	5	61,972	4,354	192,238	23	61,103	5,268	167,680

(1) Not including amusement taxes.

(2) The Maritime Provinces and Newfoundland have been combined in order to avoid disclosing individual operations.

(3) Including Yukon and Northwest Territories.

Table F - Proprietors of Unincorporated Firms⁽¹⁾, 1949

Period of Operation and Province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries \$	Male	Female
Total, All Exhibitors	1,800	243	67	480,225	1,017	473
Full-time - (operating 300 days and over)						
CANADA.....	698	156	40	396,344	359	143
Newfoundland	20	6	-	10,007	14	-
Prince Edward Island	5	1	1	1,800	2	1
Nova Scotia	21	8	-	8,627	11	2
New Brunswick	21	3	1	8,220	15	2
Quebec	237	54	12	138,745	120	51
Ontario	195	42	9	121,309	106	38
Manitoba	35	7	1	29,600	17	10
Saskatchewan	35	8	1	13,730	20	6
Alberta	85	17	3	39,138	41	24
British Columbia (2)	44	10	12	25,168	13	9
Part time - (operating less than 300 days)						
CANADA	1,102	87	27	83,881	658	330
Newfoundland	25	2	-	1,820	19	4
Prince Edward Island	15	-	-	-	12	3
Nova Scotia	38	5	1	8,937	20	12
New Brunswick	19	2	1	1,408	13	3
Quebec	191	14	8	13,718	115	54
Ontario	121	13	4	21,145	63	41
Manitoba	106	10	7	6,556	59	30
Saskatchewan	325	18	1	8,523	209	97
Alberta	182	16	2	14,587	100	64
British Columbia (2)	80	7	3	7,187	48	22

(2) Including family members not receiving a regular salary.

(2) Including Yukon and Northwest Territories.

Table 8 - Paid Employees, 1949

Period of Operation and Province	Total employ- ees	Total pay- roll \$	Projectionists		Assistant projection- ists		Musicians and stage hands		All other employees		Salaries and wages \$
			No.	Salaries \$	No.	Salaries \$	No.	Salaries \$	Male	Fe- male	
Total, All Exhibitors...	15,733	14,590,459	2,283	4,921,644	291	115,705	116	253,092	5,614	5,429	9,300,018
Full-time - (operating 300 days and over)											
CANADA.....	11,233	13,453,792	1,664	4,438,716	154	85,167	94	230,450	4,729	4,592	8,699,459
Newfoundland	149	124,775	24	36,916	5	1,377	-	-	60	60	86,482
Prince Edward Island ...	38	29,246	4	6,456	1	1,031	1	2,435	16	16	19,324
Nova Scotia	491	497,768	66	137,334	11	3,901	1	2,639	165	248	353,894
New Brunswick	341	330,991	51	93,880	6	3,746	-	-	107	177	233,365
Quebec	2,526	2,713,620	387	726,791	68	46,292	15	14,422	1,330	726	1,926,115
Ontario	5,058	6,162,254	647	2,081,650	28	13,135	44	153,127	2,290	2,049	3,914,342
Manitoba	644	698,453	82	220,508	18	7,035	9	14,942	190	345	455,968
Saskatchewan	374	494,215	75	177,559	7	5,402	13	18,097	107	172	293,157
Alberta	559	787,723	133	317,061	2	875	2	3,154	169	253	466,623
British Columbia (1) ...	1,053	1,614,747	195	640,561	8	2,373	9	21,624	295	546	950,189
Part-time - (operating less than 300 days)											
CANADA.....	2,500	1,136,667	619	482,928	137	30,538	22	22,642	885	837	600,559
Newfoundland	48	12,685	12	5,342	2	270	-	-	24	10	7,073
Prince Edward Island ...	11	3,317	4	2,021	1	182	-	-	3	3	1,114
Nova Scotia	62	20,821	10	7,715	2	819	-	-	20	30	12,287
New Brunswick	65	22,127	18	10,003	7	1,261	1	203	23	16	10,660
Quebec	314	143,827	96	64,647	27	9,936	3	725	132	56	68,519
Ontario	557	398,175	85	140,450	10	4,091	7	13,670	245	210	239,964
Manitoba	238	88,265	57	39,557	10	1,195	1	32	74	96	47,481
Saskatchewan	607	142,864	177	69,338	46	5,088	1	60	183	200	68,378
Alberta	262	82,892	82	52,766	13	3,074	-	-	89	78	27,052
British Columbia (1) ...	336	221,694	78	91,089	19	4,622	9	7,952	92	136	118,031

(1) Including Yukon and Northwest Territories.

PART 2 - ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing motion pictures in more than one town or village are classed as itinerant exhibitors for purposes of this report. The number of such operators increased from 165 in 1948 to 174 in 1949, while their receipts from motion picture exhibitions amounted to \$494,858 in 1949 as compared with \$428,303 in 1948. The number of paid admissions to such shows rose from 1,532,820 in 1948 to 1,626,638 in 1949.

Performances were given in 846 towns and villages in 1949 as compared with 760 in 1948. These were distributed as follows:

	1948	1949
Newfoundland	-	64
Prince Edward Island	14	12
Nova Scotia	78	94
New Brunswick	30	21
Quebec	56	67
Ontario	150	161
Manitoba	100	79
Saskatchewan	148	175
Alberta	128	122
British Columbia	56	51
CANADA	760	846

Most of these exhibitors used 16mm. projection equipment but 7 reported the use of 35mm. projectors. The following table presents statistics on itinerant exhibitors by size of equipment and by provinces.

Table 9 - Itinerant Motion Picture Exhibitors by Size of Projection Equipment by Provinces, 1949

Province	Operators using 35 mm. equipment				Operators using 16 mm. equipment			
	No.	Receipts ⁽¹⁾	Amuse-ment taxes	Admis-sions	No.	Receipts ⁽¹⁾	Amuse-ment taxes	Admis-sions
		\$	\$			\$	\$	
CANADA	7	44,197	7,322	143,468	167	450,661	41,725	1,483,170
Newfoundland	-	-	-	-	13	22,501	48	69,020
Prince Edward Island	-	-	-	-	2	(2)	(2)	(2)
Nova Scotia	-	-	-	-	21	36,957	4,907	127,103
New Brunswick	-	-	-	-	6	(2)	(2)	(2)
Quebec	1	(2)	(2)	(2)	16	25,171	3,157	70,551
Ontario	-	-	-	-	30	82,785	15,546	295,781
Manitoba	4	10,252	625	37,222	13	38,691	1,840	127,696
Saskatchewan	-	-	-	-	31	101,340	-	319,536
Alberta	-	-	-	-	23	82,219	6,081	274,596
British Columbia	2	(2)	(2)	(2)	12	37,195	7,472	113,968

(1) Excluding amusement taxes.

(2) Indicates figures are withheld to avoid disclosing individual operations, but these are included in totals

PART 3 - FILM EXCHANGES

The distribution of films to commercial exhibitors in 1949 was effected through 119 offices operated by 37 film exchange companies. Of these, 17 exchanges with 31 offices across Canada handled 16mm. films exclusively.

Gross receipts of all film exchanges in 1949 amounted to \$25,881,166, an increase of 16% over 1948 when 29 film exchanges with 118 branches had gross receipts of \$22,377,197. The 1949 receipts were made up as follows:

Rental of 35mm. films	\$ 23,310,421
Rental of 16mm. films	1,684,953
Revenue from sales of advertising material	475,424
Revenue from other sources	410,368
Total revenue	\$ 25,881,166

Film exchanges reported 3,696 new films released during 1949. Of these, 2,327 films were for theatrical use, on a commercial basis. Of the total receipts from film rentals shown above, \$24,120,112 was for rentals to theatres and itinerants for commercial exhibition. The total new films released were also classified by type, size, and language of film and this breakdown is presented in Table 11 below.

The 1,436 new feature films released were further segregated as to country of origin as follows:

United States	1,029
France	270
Great Britain	99
Canada	25
Other Countries	13

Total new feature films 1,436

Of these new features, 1,276 were in black and white, while 160 were in colour.

Table 10 - Principal Statistics of Film Exchanges in Canada, 1930, 1934 and 1940 to 1949

Year	No. of companies	No. of exchange offices	No. of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
1930	-	59	372	291	\$ 1,074,700		\$ 9,536,200(1)		
1934	-	60	344	230	923,400		7,370,200(1)	(2)	(2)
1940	-	72	442	296	810,407	413,085	11,445,167	385,504	50,224
1941	-	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	-	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	-	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,660,399	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,995,374	475,424	410,368

(1) Includes receipts from advertising and other sources.

(2) Included with "Film rentals".

Table 11 - Type, Size and Language of New Films Released, 1949

Type and Size of Film	Total all languages	English language	French language	Other languages
Total, All Types -				
16mm.....	2,172	1,834	326	12
35mm.....	1,524	1,260	251	13
Features -				
16mm.....	843	649	182	12
35mm.....	593	419	167	7
Cartoons -				
16mm.....	361	314	47	-
35mm.....	191	190	1	-
News Reels -				
16mm.....	189	189	-	-
35mm.....	405	353	52	-
Other Films -				
16mm.....	779	682	97	-
35mm.....	335	298	31	6

PART 4 - NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through informational films, the National Film Board coordinates the film activities of federal departments. Both its own and sponsored productions are distributed through the rural circuits, provincial and community libraries, and commercial theatres. Through the courtesy of the Board the following statistics relating to its operation in the year ending March 31, 1950, are presented.

Production

The production branch of the National Film Board completed 139 films in 1949-50, including 7 newsclips and 5 trailers. In addition 68 newsreel stories were photographed. This production program is composed of 70 English language films, 4 original French language films, 63 French versions, and 2 English versions. Ninety films were made under the Board's production appropriation and 45 were sponsored by other government departments. This program in its entirety covers a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and the creative arts. Four films were sponsored jointly by the Board and other government departments.

Non-Theatrical Distribution in Canada

The Board has regional offices in each of the Provinces and sub offices in many of the larger cities. A staff of 69 representatives, in cooperation with Provincial agencies, promotes, organizes, and guides community film services to make films and film strips available on as widespread a basis as possible throughout the whole of Canada.

During the year Canadians attended 110,039 showings to view 16 millimetre (non-theatrical) films distributed by the National Film Board. The number of people attending these showings totalled 9,298,068. These figures, which do not include the use of prints purchased by business establishments, health and agricultural organizations, provincial government departments, etc., represent increases over the previous year of 8 per cent in showings and of 3 percent in audiences.

Approximately 2,000,000 people saw the films in districts served by the Board's rural programs. The larger part of these nine million people viewed N.F.B. films which were borrowed from national, provincial, and local libraries and depots and of which there are now 265 as compared with 235 one year ago. Film councils, which have increased from 250 to 300, extend the work of the film libraries by bringing local groups together in joint planning and action relating to film services and the development of effective film use. The conversion of circuits to self-operation in rural areas has continued during the past year and is now more than half completed. More than 3,300 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the cooperation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural schools which in 1949-50 reported 24,645 N.F.B. showings to audiences of 1,807,709, and urban schools which reported showings of 15,235 and audiences of 1,711,237.

Theatrical Distribution in Canada

Twenty-nine films were released in the four series of theatrical short subjects, CANADA CARRIES ON, EN AVANT CANADA, EYE WITNESS, and VIGIE, which are distributed to Canadian theatres through a contract with Columbia Pictures of Canada, Ltd. During 1949-50, N.F.B. films on subjects of national and topical interest were shown in a total of 803 theatres to an aggregate audience of seven million people.

International Distribution

The Board's films were distributed through 45 Canadian diplomatic and trade posts which reported 20,763 showings to an audience of 3,128,320. There were 14,828 bookings through theatrical distributors in 24 countries outside Canada; 409 television bookings in the United States; 21,421 non-theatrical showings to 1,949,151 people through film agencies of other governments; 20,229 showings to 1,676,700 through 64 travel outlets in the United States and the Board's offices in New York and Chicago. 2,935 prints were placed in distribution by sale.

63-207

GOVERNMENT OF CANADA

MOTION PICTURE THEATRES,
(EXHIBITORS, AND) DISTRIBUTORS
1950



MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS
1950

Published by Authority of the RT. HON. C. D. HOWE
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section
Industry and Merchandising Division
Dominion Bureau of Statistics, Ottawa

NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1950.

CONTENTS

	Page
General Summary of All Motion Picture Exhibitors with Charts	R-5
Graphic Review of Motion Picture Statistics	R-6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included, but beginning with 1950, data on this type of exhibitor are presented in a separate section.

Text and Tables 1 to 7	R-7
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PART 2. Drive-in Theatres

Statistics for this recent and expanding type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

Text and Table 8	R-14
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PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc. Pictures are shown by independent exhibitors which are distinguished from "Itinerant Exhibitors" in that they exhibit in one locality only.

Text and Tables 9 and 10	R-15
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PART 4. Itinernant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 11	R-16
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PART 5. Film Exchanges

Information on the distribution of films to commercial exhibitors is reviewed in this section.

Text and Tables 12 and 13	R-16
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PART 6. National Film Board Activities	R-18
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MOTION PICTURE THEATRES, EXHIBITORS, AND DISTRIBUTORS 1950

GENERAL SUMMARY

As outlined in the "Contents", the 1950 theatre operations are presented in four distinct parts-regular theatres, drive-in theatres, community enterprises and

itinerant exhibitors. Significant statistics concerning each of these four types are brought together in the following table.

Summary of Motion Picture Theatre Operations in Canada 1950

Item	Total, all Types	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators
Number of establishments	2,624	1,801	62	586	175
Receipts (excluding taxes)	\$86,713,357	\$82,707,762	\$2,290,679	\$1,251,311	\$463,605
Amusement Taxes	\$11,841,704	\$11,444,668	\$300,028	\$57,532	\$39,476
Number of paid admissions	242,396,679	231,746,881	4,943,000	4,135,101	1,571,697

The growth of drive-in theatres has placed them second in volume of receipts in 1950. More detail on the operations of the separate types is contained in the following sections of this bulletin.

The per capita expenditure on motion picture entertainment is based on receipts from all types and is therefore shown in this general summary.

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1942, 1945, 1948, 1949 and 1950

Province	1942	1945	1948	1949	1950
	\$	\$	\$	\$	\$
Canada	5.01	5.77	6.50	6.89	7.12
Newfoundland	—	—	—	2.60	2.93
Prince Edward Island	2.52	3.31	3.97	3.82	3.79
Nova Scotia	5.89	6.56	5.10	5.38	5.57
New Brunswick	3.75	4.76	4.71	4.44	4.40
Quebec	3.81	4.36	5.27	5.74	6.20
Ontario	6.53	7.16	8.25	8.94	9.11
Manitoba	4.39	5.13	5.73	6.20	6.20
Saskatchewan	2.56	3.83	4.24	4.67	4.84
Alberta	4.22	5.34	5.87	6.77	7.18
British Columbia ²	7.52	8.15	8.52	8.59	8.47

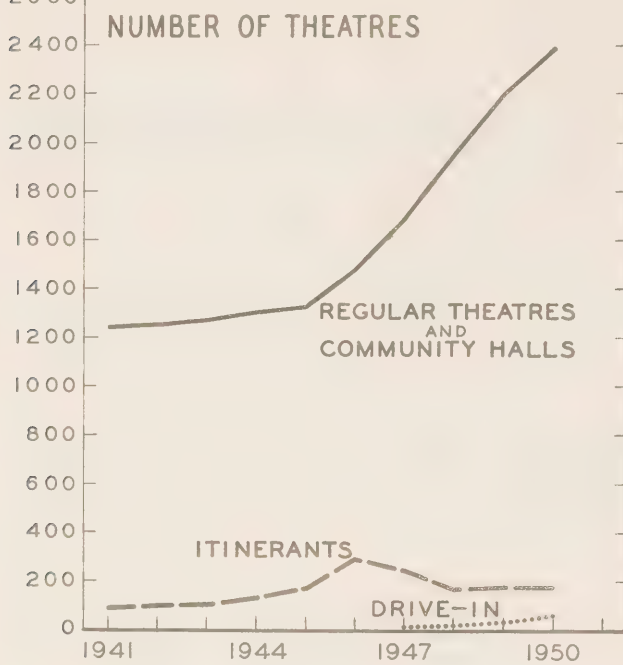
1. Based on total receipts of regular theatres, drive-ins, community enterprises and itinerant exhibitors.
2. Includes Yukon and Northwest Territories.

In 1950 the per capita expenditure on motion picture entertainment rose to \$7.12 from \$6.89 in 1949. The Ontario average was the highest at \$9.11 and Newfoundland the lowest at \$2.93.

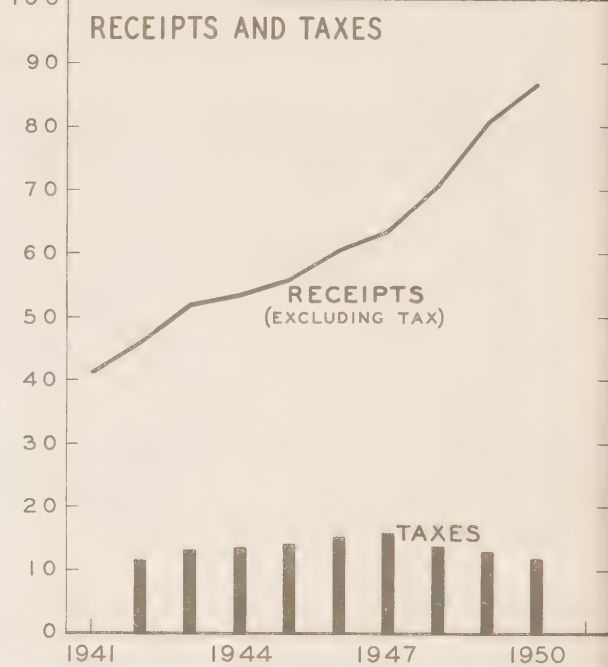
Legitimate theatres were not covered in this 1950 survey.

GRAPHIC REVIEW OF THEATRE STATISTICS

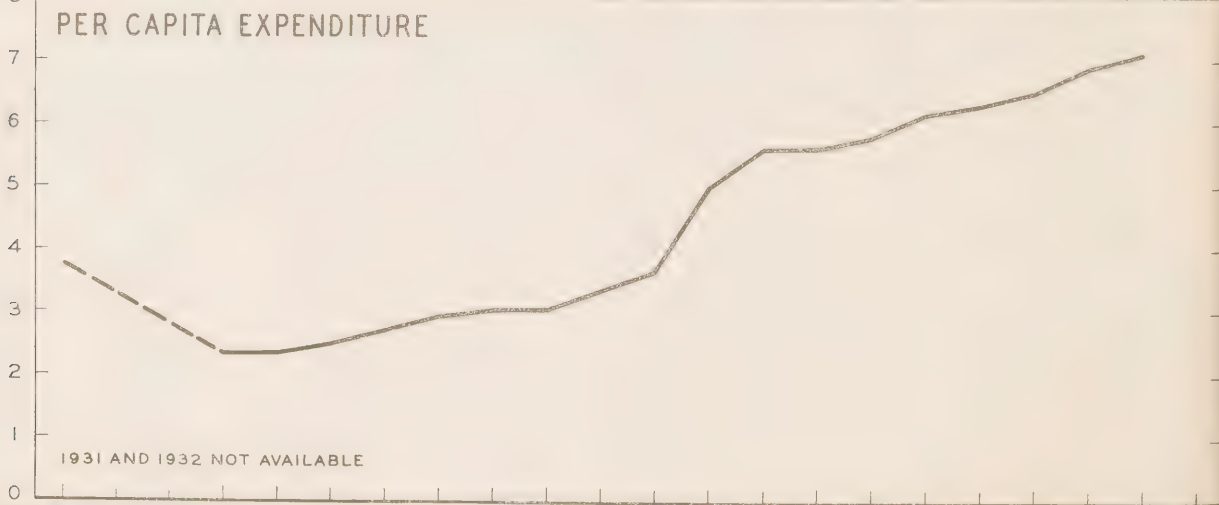
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THEATRES
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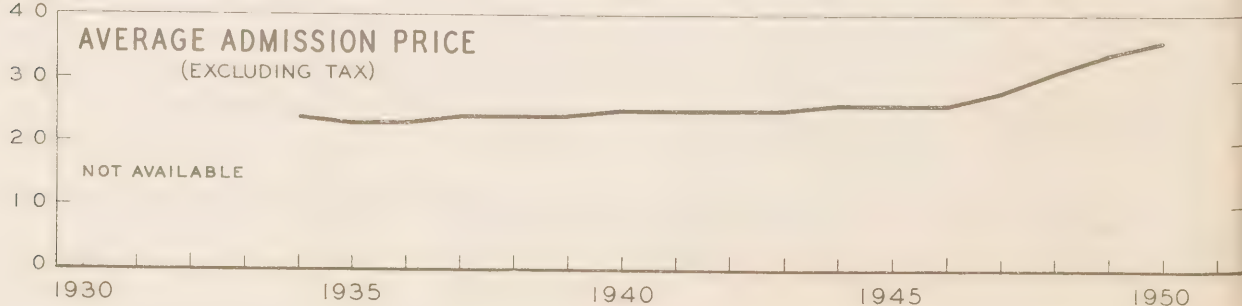
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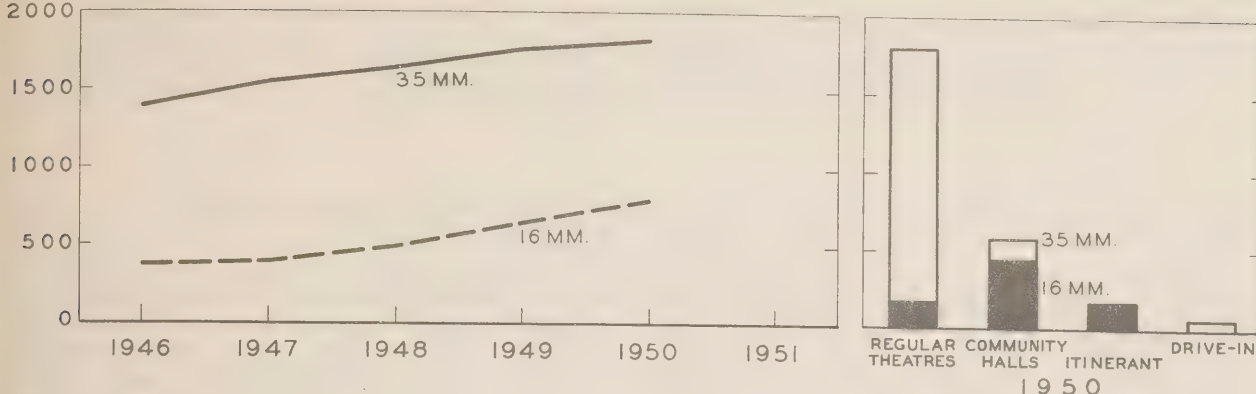


CENTS
40



NO OF THEATRES
OR OPERATORS
2000

TYPE OF PROJECTION EQUIPMENT USED



PART I. MOTION PICTURE THEATRES

Summary of 1950 Activities

All figures shown in this section relate only to regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

There were 1,801 motion picture theatres in operation in Canada during 1950 with receipts amounting

to \$82,707,762 plus \$11,444,668 collected in amusement taxes. This represented an increase of 4% in number of theatres and 7% in receipts over the 1,731 theatres with receipts of \$77,419,472 in 1949. Taxes collected by theatres declined from \$12,563,737 in 1949 to \$11,444,668 in 1950.

Change in Number of Motion Picture Theatres¹, by Provinces, during 1950

Province	New theatres	Theatres re-opened	Theatres closed	Net change from 1949
Canada	147	2	79	+ 70
Newfoundland.....	8	—	4	+ 4
Prince Edward Island.....	—	—	—	—
Nova Scotia	1	—	2	- 1
New Brunswick	2	—	3	- 1
Quebec	43	1	13	+31
Ontario	25	—	16	+ 9
Manitoba.....	9	—	4	+ 5
Saskatchewan.....	17	—	13	+ 4
Alberta	26	1	12	+15
British Columbia ²	16	—	12	+ 4

1. Not including itinerant exhibitors, drive-in theatres or community enterprises.

2. Including Yukon and Northwest Territories.

There were more new theatres opened in Quebec in 1950 than in any other province. The net increase in Quebec was 31, with Alberta next at 15. In all provinces there was a total net increase of 70 theatres.

This increase in number of theatres was reflected in a 3% increase in seating capacity from the previous year. Paid admissions, however, did not parallel the increase in seating capacity. In 1950, paid admissions numbered 231,746,881, 1.1% higher

than the 229,312,348 admissions recorded in 1949. This lesser gain in admissions is also reflected in the drop in "capacity utilized" in 1950. Of a potential capacity of 772,961,404 in 1950 only 30.0% was utilized compared with 30.7% in 1949. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. The following table shows that average capacity utilized in 1950 was the lowest since 1940.

Average Capacity Utilized 1940-1950

1940	30.0%	1943	35.7%	1946	37.6%	1949	30.7%
1941	31.0%	1944	35.9%	1947	34.2%	1950	30.0%
1942	32.4%	1945	36.5%	1948	32.8%		

Receipts and Attendance by Provinces and for Selected Cities (Tables 2 and 3)

In Table 2, which shows a year-to-year comparison of receipts by provinces, 1949 figures have been revised to exclude community enterprises so that a proper comparison may be made with the 1950 receipts. It was not possible to carry this revision prior to 1949 but the inclusion of community enterprises in earlier years does not affect too seriously the comparability of the series.

All provinces except Manitoba recorded higher theatre receipts (excluding taxes) in 1950 than in 1949. Quebec theatre receipts increased 10.8% while Manitoba showed a slight decrease of 0.9%. The increase over 1949 for Canada was 6.8% in receipts and 1.1% in paid admissions. In Table 3, comparisons cannot be made with 1949 figures because revision of figures for localities to exclude community enterprises would make it possible to ascertain the revenues of individual halls in 1949.

Seating capacity utilization was highest in Prince Edward Island, New Brunswick and Alberta at 33% and lowest in Manitoba at 28%. Ontario theatres, with 37% of the total seating capacity, obtained 41% of the 1950 business done in Canada. Quebec also showed a greater proportion of total receipts than of total seating capacity. British Columbia theatres obtained the same ratio of receipts as they had of seating—9.5% and the other provinces lesser percentages of receipts than of seating capacity.

The average admission price without taxes was 36.0 cents in 1950 compared with 33.7 cents in 1949. Quebec ranked highest with an average admission of 39 cents and the Maritimes the lowest with 30 cents recorded for Prince Edward Island, Nova Scotia and New Brunswick.

Employment (Tables 6 and 7)

Motion picture theatres in Canada provided employment for 15,711 persons in 1950 of whom 1,845 were proprietors and family members. Salaries and wages paid to 13,866 employees, including executives of incorporated companies, amounted to \$15,640,372 in 1950. The majority of the employees was engaged in "full-time" theatres—those operating 300 days or more during the year—and the 12,215 these theatres employed received \$14,780.175

in wages. The projectionists in these theatres numbered 1,888 and received salaries amounting to \$4,868,907. Part-time theatres—those operating less than 300 days during the year—employed 1,084 proprietors and family members and 1,651 paid employees who received salaries amounting to \$860,197. Projectionists in these theatres numbered 464 and drew salaries totalling \$385,675.

Period in Operation (Table 4)

There were 1,272 of the 1,801 theatres open for the full week, 235 others had performances on from three to five days a week and the remaining 294 were in operation only one or two days each week.

Of the total number of theatres, 1,397 were open 52 weeks during the year, 194 from 40 to 51 weeks, 130 from 20 to 39 weeks and 80 less than 20 weeks.

Size of Equipment (Table 5)

The majority of the regular motion picture theatres in Canada (1,624 of the 1,801) used 35 mm. equipment and had receipts of \$82,257,401 in 1950 compared with the \$450,361 receipts of 177 exhibitors who used 16 mm. equipment. There were more

in Quebec using 16 mm. projection equipment than in any other province. These represented mainly community halls in which pictures were shown by private individuals rather than by non-profit organizations which are reviewed in Section 3 of this bulletin.

Ownership

Approximately 38% of all theatres were units of chain organizations which operated four or more theatres. Slightly more than one quarter of all

theatres were in the "Twenty and over" bracket. Chain theatres accounted for 72.2% of total receipts and 69.4% of admissions.

Motion Picture Theatres¹ Classified According to Number of Establishments Under Same Ownership, Canada, 1930, 1940 and 1950

Year and Number of Establishments Under Same Ownership	Number of Establishments		Receipts ²		Admissions	
	Number	%	Amount	%	Number	%
			\$			
1930						
Total	915	100.0	38,130,100	100.0	—	—
One	656	71.7	15,772,000	41.4	—	—
Two and three	92	10.1	6,390,200	16.7	—	—
Four and over	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1950						
Total	1,801	100.0	82,707,762	100.0	231,746,881	100.0
One	903	50.1	16,555,677	20.0	50,941,156	22.0
Two and three	220	12.2	6,416,269	7.8	19,901,823	8.6
Four to nineteen	212	11.8	10,498,475	12.7	31,438,839	13.5
Twenty and over	466	25.9	49,237,341	59.5	129,465,063	55.9

1. Not including drive-in theatres, itinerant exhibitors and community enterprises.

2. Excluding taxes.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1950

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employees		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
Newfoundland.....	38	863,734	63,632	2,829,182	134	51	172,924
Prince Edward Island.....	14	286,334	55,299	950,136	28	22	34,340
Nova Scotia	79	3,266,536	358,802	10,932,898	302	283	549,827
New Brunswick	60	2,053,595	222,859	6,889,070	205	192	350,891
Quebec	406	21,310,810	2,954,726	54,688,250	2,223	788	3,262,830
Ontario	528	34,083,166	5,225,426	96,664,374	3,462	2,413	6,906,358
Manitoba	135	4,197,205	438,312	12,318,908	450	455	854,663
Saskatchewan.....	199	3,505,695	154,820	10,309,183	396	337	635,459
Alberta	178	5,314,331	483,958	13,909,034	472	360	959,227
British Columbia ¹	164	7,826,356	1,486,834	22,255,846	625	668	1,913,853

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts¹ of Motion Picture Theatres, by Provinces, 1944 to 1950

Province	1944	1945	1946	1947	1948	1949 ³	1950 ³
	\$	\$	\$	\$	\$	\$	\$
Canada.....	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248	77,419,472	82,707,762
Newfoundland	—	—	—	—	—	820,107	863,734
Prince Edward Island ...	230,550	224,697	223,804	225,835	281,995	280,631	286,334
Nova Scotia.....	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536
New Brunswick.....	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595
Quebec.....	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810
Ontario.....	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166
Manitoba	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205
Saskatchewan	2,347,726	2,553,779	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695
Alberta.....	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121	4,107,536	5,314,331
British Columbia ²	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053	7,422,818	7,826,356

1. Not including amusement taxes.

2. Including Yukon and Northwest Territories.

3. Not including community enterprises.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1950

Province and City	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ²
			\$	\$			%	¢
Canada.....	1, 801	927, 951	82, 707, 762	11, 444, 668	231, 746, 881	772, 961, 404	30	36
Newfoundland.....	38	15, 267	863, 734	63, 632	2, 829, 182	9, 021, 525	31	31
St. Johns.....	7	6, 420	453, 366	50, 541	1, 594, 135	5, 270, 752	30	28
Other places.....	31	8, 847	410, 368	13, 091	1, 235, 047	3, 750, 773	33	33
Prince Edward Island	14	5, 376	286, 334	55, 299	950, 136	2, 858, 634	33	30
Nova Scotia.....	79	42, 206	3, 266, 536	358, 802	10, 932, 898	36, 342, 198	30	30
Halifax.....	10	8, 841	1, 019, 062	111, 273	3, 251, 052	11, 088, 012	29	31
Sydney.....	5	3, 627	332, 573	36, 923	1, 097, 168	3, 106, 584	35	30
Other places.....	64	29, 738	1, 914, 901	210, 606	6, 584, 678	22, 147, 602	30	29
New Brunswick.....	60	28, 239	2, 053, 595	222, 859	6, 889, 070	21, 181, 825	33	30
Saint John.....	6	6, 138	600, 716	65, 479	1, 900, 590	7, 111, 182	27	32
Other places.....	54	22, 101	1, 452, 879	157, 380	4, 988, 480	14, 070, 643	35	29
Quebec.....	406	216, 212	21, 310, 810	2, 954, 726	54, 688, 250	189, 820, 015	29	39
Montreal ³	83	79, 248	11, 865, 185	1, 732, 595	30, 623, 283	104, 897, 052	29	39
Quebec.....	12	9, 784	1, 395, 074	210, 539	3, 873, 391	13, 179, 826	29	36
Hull.....	4	3, 099	368, 888	55, 009	1, 252, 508	4, 436, 952	28	29
Rouyn.....	4	2, 312	233, 435	37, 189	558, 406	2, 819, 404	20	42
St. Jean.....	4	2, 673	186, 424	27, 438	564, 243	1, 777, 644	32	33
Sherbrooke.....	5	4, 407	427, 406	58, 053	1, 195, 973	4, 286, 360	28	36
Three Rivers.....	4	3, 525	351, 046	47, 098	956, 773	3, 299, 044	29	37
Other places.....	290	111, 164	6, 483, 352	786, 805	15, 663, 673	55, 123, 733	28	41
Ontario.....	528	345, 124	34, 083, 166	5, 225, 426	96, 664, 374	322, 013, 804	30	35
Toronto ⁴	124	104, 752	12, 023, 981	1, 887, 871	31, 296, 507	101, 448, 577	31	38
Hamilton.....	20	18, 249	2, 147, 974	328, 682	6, 167, 276	18, 236, 790	34	35
Ottawa.....	19	17, 615	1, 927, 784	294, 118	5, 920, 288	21, 085, 415	28	33
Windsor.....	9	9, 272	1, 149, 075	177, 975	3, 034, 174	13, 487, 032	22	38
London.....	8	8, 114	1, 132, 455	175, 690	2, 936, 796	10, 254, 816	29	39
Kingston.....	4	3, 862	489, 843	64, 881	1, 384, 963	5, 462, 808	25	35
Fort William.....	6	4, 727	403, 825	63, 580	1, 127, 281	6, 092, 112	19	36
Port Arthur.....	4	3, 657	348, 690	53, 702	939, 949	5, 181, 072	18	37
St. Catharines.....	5	4, 000	499, 119	73, 545	1, 613, 412	5, 226, 000	31	31
Sudbury.....	5	5, 067	736, 285	112, 280	1, 956, 098	5, 121, 636	38	38
Brantford.....	5	5, 055	479, 356	73, 715	1, 320, 072	5, 740, 956	23	36
Kitchener.....	5	4, 776	511, 112	77, 193	1, 622, 836	5, 077, 800	32	31
Peterborough.....	4	3, 509	430, 964	64, 762	1, 148, 154	4, 981, 704	23	38
Sarnia.....	4	3, 685	355, 930	53, 946	1, 053, 301	3, 941, 496	27	34
Guelph.....	4	3, 713	336, 650	50, 765	936, 476	3, 526, 848	27	36
Oshawa.....	4	3, 001	445, 812	67, 201	1, 292, 936	4, 463, 472	29	34
Sault Ste. Marie.....	4	3, 213	381, 895	57, 919	1, 120, 019	4, 173, 650	27	34
Timmins.....	4	3, 797	395, 877	58, 913	1, 147, 598	3, 553, 992	32	34
Cornwall.....	4	3, 146	329, 673	48, 603	1, 022, 218	3, 002, 712	34	32
Owen Sound.....	4	2, 418	177, 960	30, 032	583, 397	1, 850, 992	32	31
Other places.....	282	129, 496	9, 378, 906	1, 410, 053	29, 040, 623	90, 103, 924	32	32
Manitoba.....	135	59, 059	4, 197, 205	438, 312	12, 318, 908	43, 853, 914	28	34
Winnipeg ⁵	43	31, 674	2, 983, 017	342, 983	8, 384, 081	31, 663, 840	26	36
Other places.....	92	27, 385	1, 214, 188	95, 329	3, 934, 827	12, 190, 074	32	31
Saskatchewan.....	199	64, 058	3, 505, 695	154, 820	10, 309, 183	34, 012, 165	30	34
Saskatoon.....	6	5, 215	602, 704	21, 894	1, 838, 916	6, 366, 256	29	33
Regina.....	6	5, 266	745, 914	57, 055	1, 991, 370	6, 621, 132	30	37
Other places.....	187	53, 577	2, 157, 077	75, 871	6, 478, 897	21, 024, 777	31	33

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1950 - Concluded

Province and City	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ²
			\$	\$			%	¢
Alberta	178	64,030	5,314,331	483,958	13,909,034	41,744,518	33	38
Edmonton.....	13	9,483	1,541,183	140,504	3,915,137	10,834,736	36	39
Calgary.....	12	9,293	1,474,107	144,984	3,465,211	12,584,460	28	43
Lethbridge.....	4	2,818	302,935	28,224	812,865	2,365,944	34	37
Other places.....	149	42,436	1,996,106	170,246	5,715,821	15,959,378	36	35
British Columbia⁶	164	88,380	7,826,356	1,486,834	22,255,846	72,112,806	31	35
Vancouver ⁷	45	39,043	3,812,151	740,714	11,038,538	38,150,626	29	35
Victoria.....	9	8,094	869,769	168,227	2,237,024	10,874,682	21	39
New Westminster.....	6	3,811	418,561	80,781	1,259,028	4,099,992	31	33
Other places.....	104	37,432	2,725,875	497,112	7,721,256	18,987,506	41	35

1. Not including amusement taxes.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Including Lachine, Verdun, Westmount and Outremont.

4. Including Forest Hill, Leaside, Scarboro and Swansea.

5. Including St. James, Norwood, St. Boniface and St. Vital.

6. Including Yukon and Northwest Territories.

7. Including Burnaby, North Vancouver and West Vancouver.

TABLE 4. Motion Picture Theatres by Number of Weeks in Operation and Average Number of Days Per Week, by Provinces, 1950

	All establishments				Open 52 weeks			Open 40-51 weeks			Open 20-39 weeks			Open less than 20 weeks		
	Total	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days	6+ days	3-5 days	1-2 days
Canada	1,801	1,272	235	294	1,101	171	125	88	33	73	44	20	66	39	11	30
Newfoundland.....	38	23	7	8	20	3	5	—	1	2	—	3	1	3	—	—
Prince Edward Island	14	6	4	4	5	3	2	1	—	—	—	1	2	—	—	—
Nova Scotia.....	79	58	11	10	56	9	7	1	2	3	—	—	—	1	—	—
New Brunswick.....	60	46	5	9	40	4	4	4	—	1	—	—	2	2	1	2
Quebec.....	406	295	53	58	250	39	24	23	8	8	12	4	12	10	2	14
Ontario.....	528	483	18	27	449	13	15	12	1	4	13	2	5	9	2	3
Manitoba.....	135	74	39	22	42	32	12	27	2	2	3	2	4	2	3	4
Saskatchewan.....	199	65	50	84	51	40	36	6	5	21	6	3	24	2	2	3
Alberta.....	178	98	29	51	81	15	17	5	11	20	4	3	11	8	—	3
British Columbia ¹	164	124	19	21	107	13	3	9	3	12	6	2	5	2	1	1

1. Including Yukon and Northwest Territories.

Note. "6+" includes 7-day week operation in the Province of Quebec.

TABLE 5. Motion Picture Theatres by Size of Projection Equipment and Provinces, 1950

Province	Establishments using 35 mm. equipment				Establishments using 16 mm. equipment			
	Number	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	1, 624	82, 257, 401	11, 394, 774	230, 411, 063	177	450, 361	49, 894	1, 335, 818
Newfoundland	29	845, 633	63, 434	2, 771, 581	9	18, 101	198	57, 601
Prince Edward Island ..	14	286, 334	55, 299	950, 136	—	—	—	—
Nova Scotia	75	3, 257, 105	357, 676	10, 900, 456	4	9, 431	1, 126	32, 442
New Brunswick	55	2, 048, 703	222, 306	6, 871, 252	5	4, 892	553	17, 818
Quebec	359	21, 180, 515	2, 937, 327	54, 324, 465	47	130, 295	17, 399	363, 785
Ontario	492	33, 995, 392	5, 211, 650	96, 370, 556	36	87, 774	13, 776	293, 818
Manitoba	131	4, 180, 512	436, 554	12, 272, 392	4	16, 693	1, 758	46, 516
Saskatchewan	173	3, 462, 923	154, 820	10, 174, 338	26	42, 772	—	134, 845
Alberta	150	5, 217, 357	475, 864	13, 633, 293	28	96, 974	8, 094	275, 741
British Columbia ¹	146	7, 782, 927	1, 479, 844	22, 142, 594	18	43, 429	6, 990	113, 252

1. Including Yukon and Northwest Territories.

TABLE 6. Paid Employees, 1950

Period of Operation and Province	Total employ- ees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, All Theatres	13, 866	15, 640, 372	2, 045	20	5, 115, 931	269	18	138, 651	5, 980	5, 534	9, 867, 247
<i>Full-time (operating 300 days and over):</i>											
Canada	12, 215	14, 780, 175	1, 684	11	4, 752, 399	177	16	116, 508	5, 395	4, 932	9, 447, 044
Newfoundland	140	158, 578	23	—	39, 677	11	—	8, 142	68	38	99, 959
Prince Edward Island	42	33, 190	5	—	7, 419	—	2	1, 254	18	17	22, 717
Nova Scotia	524	528, 313	70	—	144, 439	9	—	5, 823	187	258	370, 910
New Brunswick	332	324, 306	48	1	88, 553	8	—	5, 127	105	170	218, 446
Quebec	2, 743	3, 105, 212	395	2	785, 399	82	—	58, 451	1, 530	734	2, 096, 764
Ontario	5, 500	6, 686, 388	666	3	2, 232, 289	26	4	14, 420	2, 556	2, 245	4, 300, 339
Manitoba	715	765, 038	83	—	222, 917	20	2	9, 763	235	375	499, 058
Saskatchewan	444	539, 904	77	1	191, 422	7	—	4, 855	149	210	324, 856
Alberta	636	878, 439	114	3	308, 463	7	6	4, 847	225	281	513, 887
British Columbia ¹	1, 139	1, 760, 807	203	1	731, 821	7	2	3, 826	322	604	1, 000, 108
<i>Part-time (operating less than 300 days):</i>											
Canada	1, 651	860, 197	361	9	363, 532	92	2	22, 143	585	602	420, 203
Newfoundland	45	14, 346	6	—	6, 480	3	—	400	23	13	5, 566
Prince Edward Island	8	1, 150	1	—	230	1	—	182	3	3	738
Nova Scotia	61	21, 514	10	—	6, 299	4	—	1, 207	22	25	13, 459
New Brunswick	65	26, 585	18	—	11, 494	5	—	1, 096	21	21	12, 225
Quebec	268	157, 618	80	3	64, 382	24	—	5, 967	112	49	67, 502
Ontario	375	219, 970	58	3	84, 474	7	—	2, 491	149	158	126, 618
Manitoba	190	89, 625	42	1	42, 816	10	—	2, 078	60	77	42, 124
Saskatchewan	289	95, 555	70	—	42, 946	16	—	2, 004	74	129	45, 953
Alberta	196	80, 788	42	2	39, 222	13	2	3, 602	71	66	31, 309
British Columbia ¹	154	153, 046	34	—	65, 189	9	—	3, 116	50	61	74, 709

1. Including Yukon and Northwest Territories.

TABLE 7. Proprietors of Unincorporated Firms¹, 1950

Period of Operation and Province	Total Proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, All Theatres	1,845	247	97	518,543	1,025	476
<i>Full-time (operating 300 days and over):</i>						
Canada	761	177	51	464,224	384	149
Newfoundland	16	5	1	10,800	10	—
Prince Edward Island	7	1	1	1,800	4	1
Nova Scotia	25	5	2	7,141	14	4
New Brunswick	30	8	—	12,180	18	4
Quebec	240	59	19	164,598	120	42
Ontario	214	42	6	139,340	119	47
Manitoba	34	9	1	33,300	17	7
Saskatchewan	46	9	5	18,771	24	8
Alberta	105	28	7	51,242	45	25
British Columbia ²	44	11	9	25,052	13	11
<i>Part-time (operating less than 300 days):</i>						
Canada	1,084	70	46	54,319	641	327
Newfoundland	30	3	—	1,900	23	4
Prince Edward Island	19	—	—	—	14	5
Nova Scotia	30	3	—	549	18	9
New Brunswick	17	1	1	1,770	10	5
Quebec	246	19	17	19,767	151	59
Ontario	102	9	5	6,387	55	33
Manitoba	123	5	6	2,607	68	44
Saskatchewan	261	14	5	4,652	157	85
Alberta	169	5	6	6,655	98	60
British Columbia ²	87	11	6	10,032	47	23

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

PART 2. DRIVE-IN THEATRES

The growth of drive-in theatres in the field of motion picture entertainment has been doubling each year since 1947. This type of theatre increased its revenue from \$274,325 in 1947 to \$2,290,679 in 1950. The car capacity in 1950 was 98% greater than in 1949, receipts increased 65%, paid admissions 60%

and salaries paid to employees 92%. A greater proportion of double feature performances was shown in 1950 than in previous years.

The main features of drive-in theatres operations are shown in the following table.

TABLE 8. Principal Statistics of Drive-In Theatres, 1947-1950

	1947	1948	1949	1950
Number of drive-in theatres	7	15	30	62
Total capacity, cars	5,438	9,975	15,924	31,523
Receipts (excluding taxes)	\$274,325	\$658,641	\$1,392,760	\$2,290,679
Taxes	\$57,702	\$131,124	\$245,094	\$300,028
Number of paid admissions	670,583	1,595,947	3,091,314	4,943,000
Number of performances	1,710	3,870	8,043	15,310
Single feature	1,626	2,704	6,793	9,145
Double feature	84	1,166	1,250	6,165
Total employees	100	255	436	873
Total salaries and wages	\$61,432	\$170,654	\$289,608	\$557,065
Projectionists:				
Number: male	15	27	43	72
female	—	—	—	—
Salaries and wages	\$19,057	\$47,330	\$82,896	\$153,578
All other employees:				
Number: male	71	216	309	605
female	14	12	84	196
Salaries and wages	\$42,375	\$123,324	\$206,712	\$403,487

PART 3. COMMUNITY ENTERPRISES

These establishments constitute community or parish halls used for motion picture exhibitions in localities which do not have a regular theatre. They are operated by organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches etc., and differ from regular theatres in that members of the organizations frequently provide their services free of charge.

Community enterprises numbered 586 in 1950, an increase of 117 from the number operated in 1949. Receipts were up 9.7% from 1949 to reach \$1,251,311 and amusement taxes paid in 1950 amounted to \$57,532. Attendance at these halls was 4,135,101 in 1950 and represented a 39% utilization of potential capacity. The average admission price, excluding amusement tax, was 30 cents in 1950.

The majority of these halls, 534 out of 586, operated only 1 or 2 days a week, and only 218 of the total number were in operation every week of the year. Most of the halls used 16 mm. projection equipment, but the 138 using 35 mm. equipment took in more receipts than those showing 16 mm. film. The 138 with 35 mm. equipment had 1950 receipts of \$684,375 (excluding taxes) from 2,102,727 paid admissions, and the 448 users of 16 mm. film projectors received \$566,936 (excluding taxes) from 2,032,374 paid admissions. Community enterprises are a more prominent form of motion picture presentation in Quebec and Saskatchewan than in other provinces.

Of the 708 paid employees 331 were projectionists who received \$99,343 of the \$160,184 paid out to employees. There were also 207 proprietors engaged in this type of exhibition.

TABLE 9. Principal Statistics of Community Enterprises, by Provinces, 1950

Province	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price
			\$	\$			%	%
Canada	586	127,027	1,251,311	57,532	4,135,101	10,642,056	39	30
Newfoundland	25	4,149	52,900	—	199,282	467,076	43	27
Prince Edward Island	3	550	3	—	3	3	44	25
Nova Scotia	6	957	3,117	117	11,243	24,747	45	28
New Brunswick	6	1,295	3	1,203	3	3	42	26
Quebec	177	50,977	333,451	36,494	1,179,170	3,352,042	35	28
Ontario	44	8,450	81,172	621	266,791	595,845	45	30
Manitoba	27	5,909	83,591	526	304,407	737,675	41	27
Saskatchewan	186	34,340	394,759	—	1,250,912	3,337,560	37	32
Alberta	79	14,509	168,559	12,010	523,648	1,281,424	41	32
British Columbia	33	5,891	116,185	6,561	330,719	684,267	48	35

1. Not including amusement taxes.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 10. Community Enterprises by Size of Projection Equipment, by Provinces, 1950

Province	Establishments using 35mm. equipment				Establishments using 16mm. equipment			
	Number	Receipts ¹	Amusement taxes	Number of paid admissions	Number	Receipts ¹	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	138	684,375	31,782	2,102,727	448	566,936	25,750	2,032,374
Newfoundland	3	24,376	—	82,610	22	28,524	—	116,672
Prince Edward Island	3	2	—	2	—	—	—	—
Nova Scotia	—	—	—	—	6	3,117	117	11,243
New Brunswick	1	2	2	2	5	8,249	958	31,257
Quebec	18	169,788	20,858	496,903	159	163,663	15,636	682,267
Ontario	3	25,836	—	62,473	41	55,336	621	204,318
Manitoba	24	77,557	526	278,236	3	6,034	—	26,171
Saskatchewan	55	230,564	—	708,598	131	164,195	—	542,314
Alberta	20	78,765	5,885	232,035	59	89,794	6,125	291,613
British Columbia	11	68,161	4,268	204,200	22	48,024	2,293	126,519

1. Not including amusement taxes.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 4. ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing pictures in more than one town or village are classed as itinerant exhibitors in this report. The number of these operators was 174 in 1949 and receipts of \$494,858 and 175 in 1950 with smaller total receipts of \$463,605. The number of paid admis-

sions decreased from 1,626,638 in 1949 to 1,571,697 in 1950.

Performances were given in 906 towns and villages in 1950 compared with 846 in 1949. These were distributed as follows:

	1949	1950
Newfoundland	64	174
Prince Edward Island	12	20
Nova Scotia	94	86
New Brunswick	21	12
Quebec	67	54
Ontario	161	168
Manitoba	79	82
Saskatchewan	175	148
Alberta	122	119
British Columbia	51	43
Canada	846	906

Most of these exhibitors used 16 mm. projection equipment but 4 reported the use of 35 mm. projectors.

TABLE 11. Itinerant Motion Picture Exhibitors by Size of Projection Equipment, by Provinces, 1950

Province	Operators using 35mm. equipment				Operators using 16mm. equipment			
	No.	Receipts ¹	Amusement taxes	Number of paid admissions	No.	Receipts ¹	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	4	7,333	410	25,125	171	456,272	39,066	1,546,572
Newfoundland	—	—	—	—	30	60,062	505	184,518
Prince Edward Island ..	—	—	—	—	4	12,133	2,055	119,952
Nova Scotia	—	—	—	—	15	32,666	4,492	113,020
New Brunswick	—	—	—	—	5	7,200	668	27,141
Quebec	1	2	2	2	15	23,325	2,954	75,704
Ontario	—	—	—	—	33	94,983	13,482	312,739
Manitoba	3	2	2	2	10	34,386	1,602	110,960
Saskatchewan	—	—	—	—	29	77,214	—	252,036
Alberta	—	—	—	—	19	67,555	5,655	217,406
British Columbia	—	—	—	—	11	46,748	7,653	133,096

1. Not including amusement taxes.

2. Indicates figures are withheld to avoid disclosing individual operations, but these are included in totals.

PART 5. FILM EXCHANGES

In 1950, 36 film exchange companies distributed films to commercial exhibitors through 118 offices. Gross receipts of all film exchanges amounted to \$27,697,880, an increase of 7.4% over the 1949 receipts of \$25,779,449. Receipts from rental of films in 1950 were \$26,800,789 of which \$1,713,813 was from the rental of 16 mm. films.

New films released during 1950 numbered 3,618, of which 2,861 were for theatrical use on a commercial basis. Of the total receipts from film rentals, \$26,651,214 was for rentals to theatres and itinerant operators for commercial exhibition. The total new films released were also classified by type, size and language of film as presented in Table 13.

The 1,354 new feature films were also segregated as to country of origin as follows:

United States	963
France	256
Great Britain	100
Canada	5
Other countries	30

Total new feature films 1,354

There were 1,217 black and white new features and 137 colour films.

TABLE 12. Principal Statistics of Film Exchanges in Canada, 1930, 1934, 1940 to 1950

Year	No. of companies	No. of exchange offices	Number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
					\$	\$	\$	\$	\$
1930	—	59	372	291	1,074,700		9,536,200 ¹	2	2
1934	—	60	344	230	923,400		7,370,200 ¹	2	2
1940	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 13. Type, Size and Language of New Films Released, 1950

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16mm.	2,174	1,778	384	12
35mm.	1,444	1,253	173	18
Features:				
16mm.	702	486	205	11
35mm.	652	513	121	18
Cartoons:				
16mm.	439	362	77	—
35mm.	173	173	—	—
News Reels:				
16mm.	177	176	—	1
35mm.	370	318	52	—
Other Films:				
16mm.	856	754	102	—
35mm.	249	249	—	—

PART 6. NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through information films, the National Film Board co-ordinates the film activities of federal departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries

and commercial theatres in Canada and to theatres and television outlets abroad. Through the courtesy of the Board the following statistics relating to its operation in the year ending 31st March, 1951, are presented.

Production

The 1950-51 production activities consisted of 130 major films, 37 news stories, 18 newsclips and 2 trailers. The 130 major productions in 1950-51 consisted of 68 English-language films, 58 French-language films, and 4 foreign language films. Eighty-eight of these were in black and white. The remainder were in colour. One hundred and five films were made

under the Board's production appropriation and twenty-five were sponsored by other government departments.

The programme in its entirety covered a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and creative arts.

Theatrical Distribution in Canada

Thirty-nine films were released in the four series of theatrical short subjects, CANADA CARRIES ON, EN AVANT CANADA, EYE WITNESS, and VIGIE,

which are distributed to Canadian theatres. During 1950-51, N.F.B. films on subjects of national and topical interest were shown in a total of 857 theatres.

Non-Theatrical Distribution in Canada

The Board has regional offices in each of the provinces and sub-offices in many of the larger cities. A staff of 64 representatives co-operates with provincial agencies to promote, organize and guide community film services. In this way films and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 134,369 showings of 16 millimetre (non-theatrical) films distributed by the National Film Board—this figure represents an increase of 22 per cent over the previous year.

Audiences at these screenings totalled 10,110,789, an increase of eight per cent over the previous year. These figures do not include screenings of films purchased by business establishments, health

and agricultural organizations, provincial government departments and other groups.

Audiences for films distributed by the Board's rural programs numbered about 4,000,000 persons. The majority attended screenings of films borrowed from national, provincial and local libraries and depots. There are now 305 such collections as compared with 265 one year ago. Film Councils, which have increased from 308 to 338, extend the work of the film libraries by bringing local groups together in joint planning and action relating to film services and the development of effective film use. The conversion of circuits to self-operation in rural areas has continued during the past year and is now virtually complete. More than 3,300 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the co-operation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural schools which in 1950-51 reported 33,145 showings of N.F.B.

films to audiences of 2,378,137, and urban schools which reported showings of 23,480 to audiences of 2,110,295.

International Distribution

The use of N.F.B. films on United States television in the past year more than tripled. Every day, more than four N.F.B. films were televised over networks or single stations, a total of 1,523 bookings.

There were 10,512 bookings of N.F.B. films by theatrical distributors in 17 countries outside Canada.

The Board's films were also distributed abroad through 56 posts of the Department of External Affairs and Trade and Commerce, through N.F.B. offices

in London, New York and Chicago and through universities, schools and other educational agencies.

These totalled 83,020 showings to audiences numbering 9,666,794, and included 23,284 showings to audiences totalling 2,680,028 by film agencies of other governments and 33,628 showings to audiences totalling 2,781,415 through 64 travel outlets in the United States and through N.F.B. offices in New York and Chicago.

63-207

GOVERNMENT OF CANADA

MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS,
1951



EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1952

MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS
1951

Published by

Authority of the Rt. Hon. C. D. Howe
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section
Industry and Merchandising Division
Dominion Bureau of Statistics
Ottawa

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢.
- B — Operating Results of Food Wholesalers, 25¢.
- C — Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- H — Operating Results of Chain Food Stores, 25¢.
- I — Operating Results of Chain Clothing Stores, 25¢.
- J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- *K — Operating Results of Retail Food Stores, 25¢.
- *L — Operating Results of Retail Clothing Stores, 25¢.
- *M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- *N — Operating Results of Filling Stations and Garages, 25¢.
- *O — Operating Results of Miscellaneous Retail Stores, 25¢.
- P — Retail Consumer Credit, 25¢.

Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 25¢.
- R — Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S — Hotels, 25¢.
- T — Sales Financing, 25¢.
- U — Farm Implement and Equipment Sales, 25¢.
- V — New Motor Vehicle Sales and Motor Vehicle Financing 25¢.
- W — Advertising Agencies (Memorandum) 25¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1951.

CONTENTS

	Page
General Summary of All Motion Picture Exhibitors.....	R-5
Graphic Review of Motion Picture Statistics.....	R-6
 PART 1. Motion Picture Theatres	
This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included, but beginning with 1950, data on this type of exhibitor are presented in a separate section.	
Text and Tables 1 to 5.....	R-7
 PART 2. Drive-in Theatres	
Statistics for this recent and expanding type of motion picture exhibition are not included with figures for regular motion picture theatres.	
Text and Table 6.....	R-11
 PART 3. Community Enterprises	
These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged. Pictures are shown by independent exhibitors who are distinguished from "Itinerant Exhibitors" in that they exhibit in one locality only.	
Text and Tables 7 and 8.....	R-11
 PART 4. Itinerant Exhibitors	
This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.	
Text and Table 9.....	R-13
 PART 5. Film Exchanges	
Information on the distribution of films to commercial exhibitors is reviewed in this section.	
Text and Tables 10 and 11.....	R-13
 PART 6. National Film Board Activities	
	R-15

MOTION PICTURE THEATRES, EXHIBITORS, AND DISTRIBUTORS 1951

GENERAL SUMMARY

Canadian expenditure on motion picture entertainment reached the unprecedented high of \$108,206,809 in 1951. This was the amount spent on admissions to regular theatres, drive-in theatres,

community enterprises, and in halls where motion pictures were presented by itinerant operators. Significant statistics concerning each of these four types are presented in the following table.

Summary of Motion Picture Theatre Operations in Canada 1951

Item	Total, all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators
Number of theatres or exhibitors	2,689	1,808	82	632	167
Receipts (excluding taxes)	96,319,583	90,986,110	3,347,670	1,499,560	486,243
Amusement taxes	11,887,226	11,373,629	406,611	72,675	34,311
Number of paid admissions	252,159,125	239,132,227	6,554,572	4,860,700	1,611,626

More detail on the operations of the separate types is contained in following sections of this bulletin.

The per capita expenditure on motion picture

entertainment, as shown in the following table, is based on total receipts (including taxes) from all types. Throughout this report figures for British Columbia include Yukon and Northwest Territories.

**Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces,
1942, 1945, 1948, 1949, 1950 and 1951**

Province	1942	1945	1948	1949	1950	1951
	\$	\$	\$	\$	\$	\$
Canada	5.01	5.77	6.30	6.89	7.12	7.72
Newfoundland	—	—	—	2.69	2.93	3.82
Prince Edward Island	2.52	3.31	3.97	3.82	3.79	3.94
Nova Scotia	5.89	6.56	5.10	5.38	5.57	6.08
New Brunswick	3.75	4.76	4.71	4.44	4.40	4.99
Quebec	3.81	4.36	5.27	5.74	6.20	6.51
Ontario	6.53	7.16	8.25	8.94	9.11	9.80
Manitoba	4.39	5.13	5.73	6.20	6.20	7.01
Saskatchewan	2.56	3.83	4.24	4.67	4.84	5.61
Alberta	4.22	5.34	5.87	6.77	7.18	7.79
British Columbia	7.52	8.15	8.52	8.59	8.47	9.29

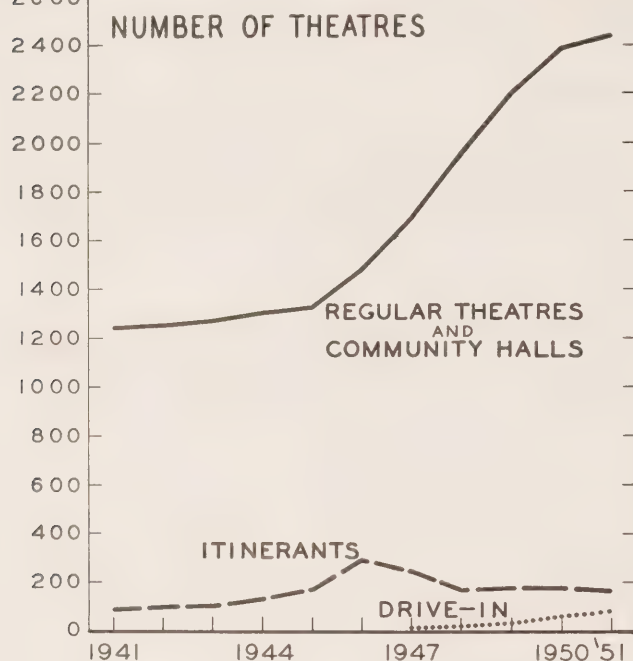
1. Based on total receipts of regular theatres, drive-ins, community enterprises and itinerant exhibitors.

The per capita expenditure on motion picture entertainment rose from \$7.12 in 1950 to \$7.72 in 1951. Ontario, with a per capita expenditure of

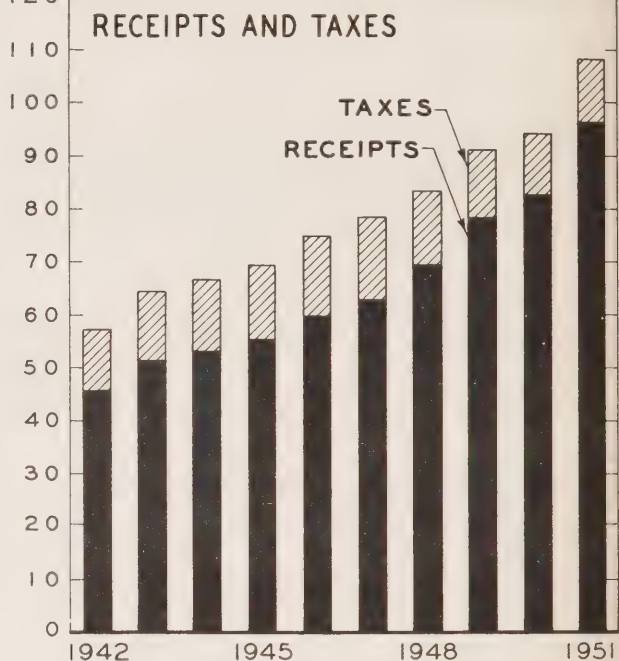
\$9.80, had the highest average while Newfoundland with \$3.82 had the lowest.

GRAPHIC REVIEW OF THEATRE STATISTICS

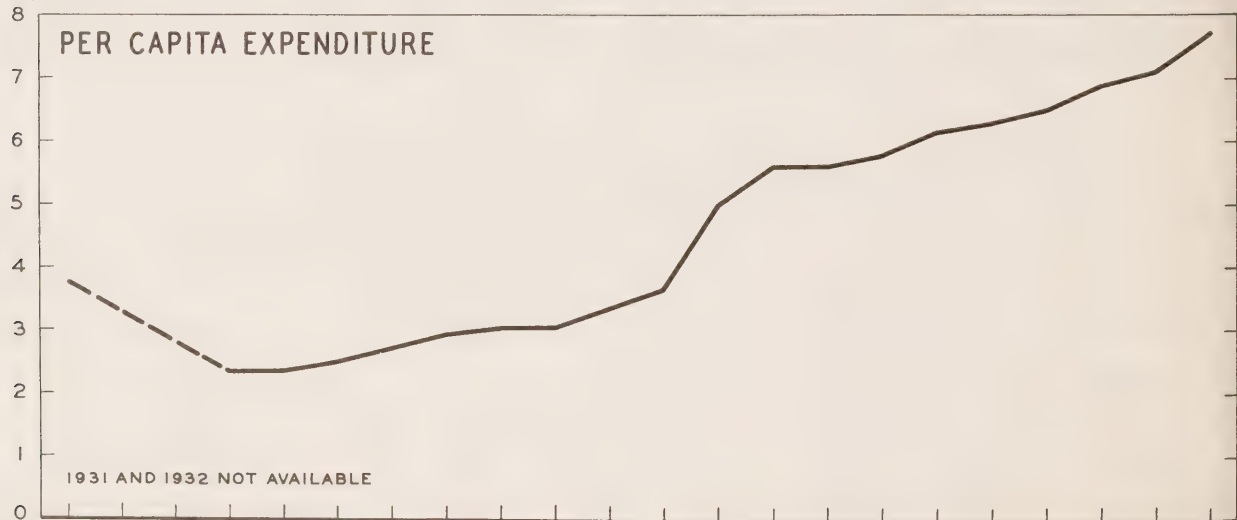
NUMBER OF
THEATRES
2600



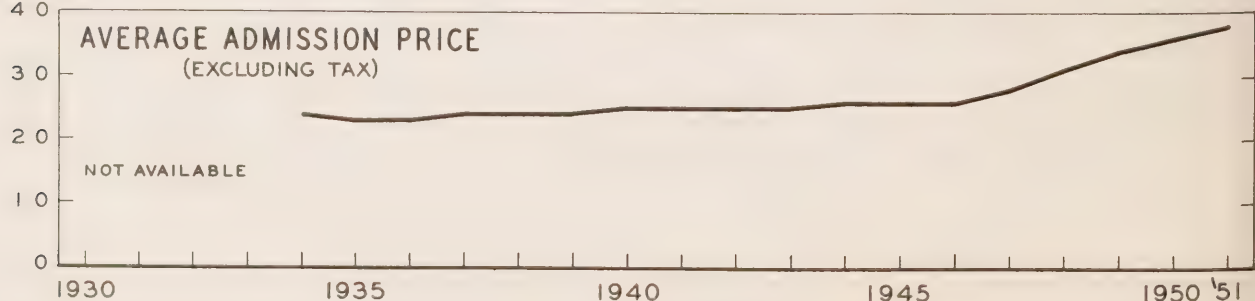
MILLION
DOLLARS
120



DOLLARS
8



CENTS
40



PART 1. — MOTION PICTURE THEATRES 1951

The statistics presented in this section are concerned only with regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

The 1808 motion picture theatres in operation in Canada during 1951 took in receipts amounting to \$90,986,110 and in addition collected \$11,373,629 in amusements taxes. This represented an increase of less than 1% in number of theatres and 10% in receipts over the 1801 theatres with receipts of

\$82,707,762 in operation in 1950. Taxes collected in theatres declined from \$11,444,668 in 1950 to \$11,373,629 in 1951. There were 239,132,227 paid admissions in 1951, an increase of 3% over the 231,746,881 admissions recorded in 1950. The motion picture theatres in Canada provided employment for 15,758 persons in 1951. This figure includes 1,724 working proprietors or family members not receiving a regular salary. The 14,034 paid employees received salaries and wages amounting to \$17,137,276. The following table shows the principal statistics of Motion picture theatres in 1951 by provinces.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1951

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number ¹ of working proprietors	Employment & payroll	
						Average number of employees	Salaries and wages
		\$	\$				\$
Canada.....	1,808	90,986,110	11,373,629	239,132,227	1,724	14,034	17,137,276
Newfoundland	39	1,098,611	91,203	3,588,505	38	189	187,664
Prince Edward Island	13	313,090	52,075	974,300	22	46	36,452
Nova Scotia	80	3,454,965	401,593	10,935,302	51	585	589,448
New Brunswick	63	2,307,605	244,874	7,169,782	44	394	386,326
Quebec	412	22,629,851	3,279,274	55,811,137	430	3,132	3,589,326
Ontario	531	38,052,587	4,574,291	98,958,093	288	6,006	7,535,479
Manitoba	134	4,604,683	469,601	13,015,034	172	858	897,872
Saskatchewan	194	3,738,865	203,499	10,284,855	313	669	701,535
Alberta	178	6,044,996	542,822	15,124,198	257	800	1,034,736
British Columbia	164	8,740,857	1,514,397	23,271,021	109	1,355	2,178,438

1. Including family members not receiving a regular salary.

All provinces recorded higher theatre receipts (excluding taxes) in 1951 than in 1950. Newfoundland, with increased receipts of 27%, was the only province to register a gain substantially above the overall increase of 10% for Canada. The following

table presents a year-to-year comparison of receipts by provinces. Prior to 1949 receipts from community enterprises were included but it is felt that this does not affect too seriously the comparability of the series.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1945 to 1951

(Excluding amusement taxes)

Province	1945	1946	1947	1948	1949	1950	1951
	\$	\$	\$	\$	\$	\$	\$
Canada.....	55,430,711	59,888,972	62,865,279	69,657,248	77,419,472	82,707,762	90,986,110
Newfoundland	—	—	—	—	820,107	863,734	1,098,611
Prince Edward Island	224,697	223,804	255,835	281,995	280,631	286,334	313,090
Nova Scotia	3,112,340	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965
New Brunswick	1,702,869	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605
Quebec	11,490,406	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851
Ontario	23,740,894	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587
Manitoba	3,066,871	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683
Saskatchewan	2,553,779	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865
Alberta	3,394,488	3,626,140	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996
British Columbia	6,144,367	6,586,898	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857

Note. Prior to 1949 receipts from community enterprises were included here.

The slight increase in the number of theatres operating in Canada in 1951 was reflected in a 1% increase in seating capacity and a 3% increase in potential capacity as compared with 1950. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Of a potential capacity of 794,468,333 in 1951 only 30% was utilized. Capacity utilization was highest in Prince Edward Island at 39% and lowest in Quebec and Saskatchewan at 28%.

Ontario theatres, with 37% of the total seating capacity obtained 42% of the 1951 business. Quebec obtained 25% of total business and had 24% of the total seating capacity. British Columbia had approximately the same ratio of receipts as seating capacity while all the other provinces had lesser percentages of receipts than of seating capacity.

The average admission price excluding taxes was 38 cents in 1951 as compared with 36 cents in 1950. Quebec ranked highest with an average admission of 41 cents while Newfoundland with 31 cents was the lowest. Calgary and Rouyn led all Canadian cities with an average admission price

of 46 cents. The figures given in table 3 for average admission price are based on receipts, excluding taxes. In order to show the average price paid by an individual for admission to a theatre, the following figures, based on total receipts including taxes, are presented:—

Average Admission Price (Including Taxes)

Canada	43¢
Newfoundland	33¢
Prince Edward Island	37¢
Nova Scotia	35¢
New Brunswick	36¢
Quebec	46¢
Ontario	43¢
Manitoba	39¢
Saskatchewan	38¢
Alberta	44¢
British Columbia	44¢

The following table shows the principal statistics of motion picture theatres, by provinces and for selected cities for 1951. Separate figures are given for all cities in which four or more theatres are in operation.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1951

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ¹ Admission Price
			\$	\$			%	¢
Canada	1, 808	939, 963	90, 986, 110	11, 373, 629	239, 132, 227	794, 468, 333	30	38
Newfoundland	39	14, 743	1, 098, 611	91, 203	3, 588, 505	9, 525, 566	38	31
St. Johns	6	5, 349	543, 774	63, 103	1, 942, 525	5, 006, 664	39	28
Other places	33	9, 394	554, 837	28, 100	1, 645, 980	4, 518, 902	36	34
Prince Edward Island..	13	4, 819	313, 090	52, 075	974, 300	2, 516, 130	39	32
Nova Scotia	80	42, 909	3, 454, 965	401, 593	10, 935, 302	37, 830, 158	29	32
Halifax	10	8, 841	1, 036, 592	119, 132	3, 148, 493	11, 652, 966	27	33
Sydney	5	3, 627	341, 059	37, 788	1, 119, 581	3, 138, 512	36	30
Other places	65	30, 441	2, 077, 314	244, 673	6, 667, 228	23, 038, 680	29	31
New Brunswick	63	29, 809	2, 307, 605	244, 874	7, 169, 782	22, 908, 422	31	32
Moncton	4	3, 420	399, 822	43, 743	1, 100, 104	3, 157, 008	35	36
Saint John	6	6, 138	604, 915	67, 033	1, 823, 066	6, 989, 112	26	33
Other places	53	20, 251	1, 302, 868	134, 098	4, 246, 612	12, 762, 302	33	31
Quebec	412	222, 464	22, 629, 851	3, 279, 274	55, 811, 137	197, 472, 807	28	41
Montreal ²	71	69, 959	11, 457, 419	1, 647, 015	27, 402, 400	94, 954, 050	29	42
Quebec	14	12, 017	1, 525, 175	238, 858	4, 137, 026	15, 267, 130	27	37
Hull	4	3, 099	378, 928	55, 653	1, 134, 519	4, 436, 952	26	33
Rouyn	4	2, 282	215, 121	31, 171	469, 914	2, 289, 784	20	46
Sherbrooke	4	3, 656	432, 301	64, 488	1, 024, 803	3, 726, 502	28	42
Three Rivers	4	3, 525	383, 460	51, 739	995, 180	3, 412, 344	29	39
Other places	311	127, 926	8, 237, 449	1, 190, 350	20, 647, 295	73, 386, 045	28	40

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1951—Concluded

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ¹ Admission Price
			\$	\$			%	¢
Ontario	531	348,482	38,052,587	4,574,291	98,958,093	324,986,949	30	38
Toronto ²	115	97,325	12,743,843	1,560,702	29,742,755	97,414,814	31	43
Hamilton	22	19,263	2,385,332	290,296	6,472,245	18,209,983	36	37
Ottawa	19	17,593	2,108,172	263,669	5,859,202	20,784,348	28	36
Windsor	10	9,712	1,039,759	129,831	2,735,303	13,707,824	20	38
London	8	8,053	1,215,167	153,254	3,052,679	10,182,672	30	40
Kingston	4	3,862	520,463	61,795	1,387,908	5,462,808	25	37
Fort William	6	4,716	432,946	52,740	1,097,538	6,074,952	18	39
Port Arthur	4	3,657	388,957	48,430	947,445	5,395,104	17	41
St. Catharines	5	4,000	555,830	59,762	1,578,713	5,354,856	29	35
Sudbury	7	6,033	936,195	116,134	2,271,878	6,559,704	35	41
Brantford	5	4,940	532,764	63,990	1,324,986	5,922,462	22	40
Kitchener	5	4,780	582,963	69,925	1,687,165	4,484,688	38	35
Peterborough	4	3,441	465,817	55,536	1,225,833	4,089,288	30	38
Sarnia	4	3,671	393,048	49,569	1,135,931	3,922,776	29	35
Guelph	4	3,713	377,179	45,946	966,547	3,526,848	27	39
Oshawa	4	3,001	511,276	59,261	1,368,715	4,253,184	32	37
Sault Ste. Marie	4	3,213	442,863	52,562	1,158,570	4,165,252	28	38
Timmins	4	3,805	423,231	51,795	1,137,864	3,561,480	32	37
Owen Sound	4	2,418	201,051	23,840	570,998	2,081,248	27	35
Other places	293	141,286	11,795,731	1,365,254	33,235,818	99,832,658	33	35
Manitoba	134	58,745	4,604,683	469,601	13,015,034	43,844,317	30	35
Winnipeg ²	36	27,598	3,072,527	352,193	8,146,999	29,933,628	27	38
Other places	98	31,147	1,532,156	117,408	4,868,035	13,910,689	35	31
Saskatchewan	194	63,788	3,738,865	203,499	10,284,855	36,335,487	28	36
Saskatoon	6	5,215	633,782	54,388	1,861,996	7,491,952	25	34
Regina	6	5,262	785,524	54,544	1,951,281	7,322,952	27	40
Moose Jaw	4	2,596	262,283	26,673	796,671	3,087,176	26	33
Other places	178	50,715	2,057,276	67,894	5,674,907	18,433,407	31	36
Alberta	178	65,020	6,044,996	542,822	15,124,198	45,666,033	33	40
Edmonton	12	8,998	1,658,598	150,976	4,080,166	10,758,644	38	41
Calgary	13	10,324	1,744,359	159,700	3,818,113	13,740,636	28	46
Lethbridge	4	2,818	373,075	35,119	939,161	3,320,733	28	40
Other places	149	42,880	2,268,964	197,027	6,286,758	17,846,020	35	36
British Columbia	164	89,184	8,740,857	1,514,397	23,271,021	73,382,464	32	38
Vancouver ²	41	36,006	3,951,329	693,977	10,477,294	36,095,537	29	38
Victoria	7	7,145	913,772	159,662	2,189,520	10,128,222	22	42
New Westminster	6	3,811	458,024	81,265	1,300,173	4,165,512	31	35
Other places	110	42,222	3,417,732	579,493	9,304,034	22,993,193	40	37

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Includes only those theatres located within the incorporated limits of the city.

Ownership

In 1951 approximately 38% of all theatres were controlled by circuits operating four or more theatres and these accounted for 71% of total receipts and almost 69% of admissions. Theatres controlled by

circuits in the 20-and-over class obtained 57% of total receipts and 54% of admissions although this group included only one quarter of the total number of theatres operating in Canada during 1951.

TABLE 4. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1951

Year and Number of Establishments Under Same Ownership	Number of Establishments		Receipts (excluding Amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
1930						
Total	915	100.0	38,130,100	100.0	—	—
One	656	71.7	15,772,000	41.4	—	—
Two and three	92	10.1	6,390,200	16.7	—	—
Four and over	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	17,621,034	47.2
1951						
Total	1,808	100.0	90,986,110	100.0	239,132,227	100.0
One	910	50.3	18,898,868	20.8	53,892,379	22.5
Two and three	212	11.7	7,484,779	8.2	20,550,095	8.6
Four to nineteen	227	12.6	12,715,425	14.0	35,615,209	14.9
Twenty and over	459	25.4	51,887,038	57.0	129,074,544	54.0

Approximately 91%, or 1,644 of the 1,808 regular theatres, used 35 mm. projection equipment. These theatres had receipts of \$90,459,373 compared with the \$526,737 receipts of the remaining 164 theatres which used 16 mm. equipment. In 1950, 177 theatres

out of a total of 1,801 used 16 mm. equipment. The following table presents some of the statistics of motion picture theatres by size of projection equipment and provinces for 1951.

TABLE 5. Motion Picture Theatres by Size of Projection Equipment and Provinces, 1951

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
Canada	1644	164	90,459,373	526,737	11,315,929	57,700	237,587,104	1,545,123
Newfoundland	28	11	1,061,994	36,617	90,434	769	3,474,290	114,215
Prince Edward Island	13	—	313,090	—	52,075	—	974,300	—
Nova Scotia	76	4	3,446,010	8,955	400,603	990	10,908,308	26,994
New Brunswick	58	5	2,302,497	5,108	244,239	635	7,154,855	14,927
Quebec	371	41	22,491,023	138,828	3,258,756	20,518	55,445,527	365,610
Ontario	499	32	37,957,997	94,590	4,562,923	11,368	98,577,967	380,126
Manitoba	129	5	4,582,040	22,643	467,400	2,201	12,961,439	53,595
Saskatchewan	174	20	3,711,161	27,704	203,499	—	10,189,404	95,451
Alberta	149	29	5,932,948	112,048	533,500	9,322	14,806,797	317,401
British Columbia	147	17	8,660,613	80,244	1,502,500	11,897	23,094,217	176,804

PART 2 — DRIVE-IN THEATRES

The rapid growth of drive-in theatres in the field of motion picture entertainment from 7 theatres with admissions of 670,583 in 1947 to 82 theatres with

admissions of 6,554,572 in 1951 is shown in the following table.

	1947	1948	1949	1950	1951
Number of drive-in theatres	7	15	30	62	82
Total capacity, cars	5,438	9,975	15,924	31,523	40,520
Receipts (excluding taxes)	\$274,325	\$ 658,641	\$1,393,760	\$2,290,679	\$3,347,670
Taxes	\$ 57,702	\$ 131,124	\$ 245,094	\$ 300,028	\$ 406,611
Number of paid admissions	670,583	1,595,947	3,091,314	4,943,000	6,554,572

The 82 drive-in theatres operating in 1951 had receipts (excluding taxes) amounting to \$3,347,670 and paid admissions totalling 6,554,572. Of the 965 persons employed in drive-in theatres, 933 were paid employees and they received salaries and wages amounting to \$792,181. Ontario with 46 drive-

in theatres accounted for 59% of total receipts and admissions. British Columbia with 12 accounted for 16% of total receipts and admissions. There were no drive-in theatres in Newfoundland, New Brunswick or Quebec. The following table presents principal statistics of drive-in theatres, by provinces for 1951.

TABLE 6. Principal Statistics of Drive-In Theatres, by Provinces, 1951

Province	No. of establishments	car capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number ² of working proprietors	Employment & payroll	
							Average number of employees	Salaries and wages
			\$	\$				\$
CANADA.....	82	40,520	3,347,670	406,611	6,554,572	32	933	792,181
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	2	1	1	1	1	1	1	1
Nova Scotia	1	1	1	1	1	1	1	1
New Brunswick	—	—	—	—	—	—	—	—
Quebec	—	—	—	—	—	—	—	—
Ontario	46	24,790	1,976,302	250,111	3,843,791	8	514	428,706
Manitoba	4	2,567	200,682	29,298	390,774	—	89	56,333
Saskatchewan	10	3,455	216,784	4,881	410,805	10	87	39,578
Alberta	7	3,730	405,485	35,958	776,134	—	84	105,904
British Columbia	12	5,228	529,557	83,772	1,085,794	7	136	158,910

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.
2. Including family members not receiving a regular salary.

PART 3 — COMMUNITY ENTERPRISES

These establishments are community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches etc. Although a regular admission fee is charged in these halls, they differ from regular theatres in that mem-

bers of the organizations operating them frequently provide their services free of charge.

There were 632 community enterprises operating in 1951 as compared with 586 in 1950. Total receipts amounted to \$1,499,560, an increase of nearly 20%

over the 1950 receipts of \$1,251,311 and amusement taxes collected in 1951 amounted to \$72,675. Attendance at these halls was 4,860,700 in 1951 and represented 37% utilization of potential capacity. The average admission price excluding amusement tax, was 31 cents in 1951. The majority of these halls, 567 out of 632, operated only 1 or 2 days a week, and only 232 of the total number operated on

a full year basis. The majority of the community enterprises are located in Quebec and Saskatchewan.

Most of the halls used 16 mm. projection equipment but the 150 halls where 35 mm. equipment was used accounted for 56% of the receipts and 54% of the total admissions. Only one province, Manitoba, had more halls using 35 mm. equipment than 16 mm.

TABLE 7. Principal Statistics of Community Enterprises, by Provinces, 1951

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price ¹
			\$	\$			%	¢
Canada	632	144,074	1,499,560	72,675	4,860,700	13,083,687	37	31
Newfoundland	32	6,327	103,466	—	380,286	1,035,340	37	27
Prince Edward Island	2	400	2	2	2	2	56	24
Nova Scotia	5	918	5,271	215	14,817	43,700	34	36
New Brunswick	8	1,550	2	2	2	2	46	28
Quebec	205	59,680	413,155	48,761	1,415,356	4,339,968	33	29
Ontario	48	10,026	110,693	541	308,138	829,454	37	36
Manitoba	27	6,337	92,440	398	323,896	804,102	40	29
Saskatchewan	183	35,798	430,406	—	1,378,620	3,737,265	37	31
Alberta	89	17,093	200,163	15,312	618,140	1,454,556	42	32
British Columbia	33	5,945	124,850	6,191	348,664	692,092	50	36

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 8. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1951

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
Canada	150	482	55.7	44.3	53.9	46.1
Newfoundland	4	28	62.8	37.2	62.3	37.7
Prince Edward Island	2	—	100.0	—	100.0	—
Nova Scotia	—	5	—	100.0	—	100.0
New Brunswick	1	7	16.9	83.1	16.4	83.6
Quebec	26	179	53.8	46.2	48.9	51.1
Ontario	3	45	28.9	71.1	23.5	76.5
Manitoba	24	3	92.2	7.8	90.4	9.6
Saskatchewan	58	125	61.4	38.6	59.7	40.3
Alberta	21	68	45.0	55.0	42.7	57.3
British Columbia	11	22	54.8	45.2	58.5	41.5

PART 4 — ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing moving pictures in more than one town or village are classed as itinerant exhibitors in this report. In 1951 there were 167 of these operators with receipts of \$486,243 as compared with 175 operators in 1950 who took in receipts amounting to \$463,605. The number of paid admissions increased from 1,571,697 in 1950 to 1,611,626 in 1951. Average admission price in 1951 was 30 cents.

Performances were given in 791 towns and villages in 1951 compared with 906 in 1950. These were distributed as follows:

	1950	1951
Newfoundland	174	187
Prince Edward Island	20	12
Nova Scotia	86	71
New Brunswick	12	8
Quebec	54	46
Ontario	168	140
Manitoba	82	52
Saskatchewan	148	135
Alberta	119	97
British Columbia	43	43
Canada	906	791

One of these exhibitors reported the use of a 35 mm. projector; all the others used 16 mm. projection equipment.

TABLE 9. Principal Statistics of Itinerant Motion Picture Exhibitors by Provinces, 1951

Province	No.	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average ² admission price
		\$	\$		¢
CANADA	167	486,243	34,311	1,611,626	30
Newfoundland	32	84,204	898	246,816	34
Prince Edward Island	2	1	1	1	1
Nova Scotia	15	23,780	4,081	92,788	26
New Brunswick	3	1	1	1	1
Quebec	13	28,854	3,648	96,234	30
Ontario	29	106,941	11,801	327,117	33
Manitoba	13	39,912	2,140	147,708	27
Saskatchewan	29	73,459	—	234,057	31
Alberta	20	63,434	5,057	192,035	33
British Columbia	11	51,143	5,186	155,397	33

1. Indicates figures are withheld to avoid disclosing individual operations, but these are included in the totals.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

PART 5 — FILM EXCHANGES

In 1951, 33 film exchange companies distributed films to commercial exhibitors through 123 offices. Gross receipts for all film exchanges increased approximately 9%, from \$27,697,880 in 1950 to \$30,118,713 in 1951. Receipts from rental of films amounted to \$29,225,867 in 1951, of which \$1,889,461 was from rental of 16 mm. films and \$4,647 from the rental of 8 mm. films. Of the total receipts from film rentals \$29,096,502 was for rentals to theatres, community enterprises, and itinerant operators for commercial exhibition.

There were 3,881 new films of all types released in 1951, of which 3,035 were for theatrical use on a commercial basis. Classification of new films by type, size, and language is presented in Table 10.

Segregation of the 1,259 new feature films released in 1951 as to country of origin was as follows:

United States	853
France	287
Great Britain	82
Canada	—
Other countries	37

Total new feature films 1,259

There were 1,086 new features in black and white film and 173 in colour.

TABLE 10. Principal Statistics of Film Exchanges in Canada, 1930, 1934, 1940 to 1951

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
							\$	\$	\$
1930	—	59	372	291	1,074,700		9,536,200 ¹	2	2
1934	—	60	344	230	923,400		7,370,200 ¹	2	2
1940	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1951	33	123	1,120		3,071,545		29,225,867	551,048	341,798

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 11. Type, Size, and Language of New Films Released, 1951

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16mm.	2,290	1,967	312	11
35mm.	1,591	1,280	280	31
Features:				
16mm.	558	349	200	9
35mm.	701	477	193	31
Cartoons:				
16mm.	319	270	49	—
35mm.	188	188	—	—
News Reels:				
16mm.	110	110	—	—
35mm.	495	429	66	—
Other Films:				
16mm.	1,303	1,238	63	2
35mm.	207	186	21	—

PART 6 — NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through information films, the National Film Board co-ordinates the film activities of federal government departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries, commercial theatres and tele-

vision outlets in Canada. The Board also distributes its own and sponsored productions internationally through the Canadian Posts, Educational institutions and theatrical and television outlets abroad. Through the courtesy of the Board the following statistics relating to the operation in the year ending 31st. March, 1952, are presented.

Production

The 1951-52 production activities consisted of 134 major films, 60 news stories, 17 newsclips and 2 trailers. The 134 major productions in 1951-52 consisted of 69 English-language films, 54 French-language films and 11 foreign language films of which 101 were in black and white. The remainder were in colour. Ninety-nine films were made under

the Board's production appropriation and thirty-five were sponsored by other government departments.

The programme in its entirety covered a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life and creative arts.

Theatrical Distribution in Canada

ROYAL JOURNEY, a full-length documentary colour film on the visit of Princess Elizabeth and the Duke of Edinburgh to Canada was released for theatrical showings on December 21st, 1951. By March 31st, 1952, it had played in 488 theatres in Canada for a total of 1,682 days.

Forty-three films were released in the four series of theatrical short subjects, CANADA CARRIES ON, EYE WITNESS, SPECIALS and VIGIE, which are distributed in both English and French Versions to Canadian theatres. During 1951-52, N.F.B. films on subjects of national and topical interest were booked 7,995 times and shown for a total of 18,746 days.

Non-Theatrical Distribution in Canada

The Board maintains regional offices in each of the provinces and sub-offices in many of the larger cities. A staff of 61 representatives co-operates with provincial agencies to promote, organize and guide community film services. In this way film and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 151,196 showings of 16 millemetre (non-theatrical) films distributed by the National Film Board—an increase of 13 per cent over the previous year.

Audiences at these screenings totalled 11,610,232, an increase of fifteen per cent over the previous year. These figures do not include screenings of films purchased by business establishments, health and agricultural organizations, provincial

government departments and other groups for their own use.

Films distributed through the Board's rural programs reached about 5,000,000 persons; the balance of the total audience—approximately 6,000,000 persons—attended screenings of films borrowed from national, provincial and local libraries and depots. There is now a total of 334 such libraries and depots as compared with 305 one year ago. Film Councils, which have increased from 338 to 343, extend the work of the film libraries by bringing local groups together in joint planning and action relating to film services and the development of effective film use. The conversion of circuits to self-operating units in rural areas has continued during the past year and is now virtually complete. Approximately 3,500 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the co-operation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural schools which in 1951-52 reported 38,792 showings of

N.F.B. films to total audiences of 2,818,988, and to urban schools which reported 22,944 showings to total audiences of 2,316,228.

International Distribution

The total number of television bookings for 1951-52 was 2,401—an increase of 57% over the past year.

There were 9,537 bookings of N.F.B. films by theatres in 16 countries outside Canada.

The Board's films were also distributed abroad through 51 posts of the Department of External Affairs and Trade and Commerce; through N.F.B. offices in London, New York and Chicago; and through universities, schools and other educational agencies. There were 91,193 such showings to a total audience of 11,111,976.

63-207

GOVERNMENT OF CANADA

MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS,
1952



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MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS
1952

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- *B — Operating Results of Food Wholesalers, 25¢
- *C — Operating Results of Dry goods, Piece Goods, and Footwear Wholesalers, 25¢
- *D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢

Part II — Retail Statistics

- E — General Review, 25¢
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- *H — Operating Results of Chain Food Stores, 25¢
- *I — Operating Results of Chain Clothing Stores, 25¢
- *J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢
- K — Operating Results of Retail Food Stores, 25¢
- L — Operating Results of Retail Clothing Stores, 25¢
- M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢
- N — Operating Results of Filling Stations and Garages, 25¢
- O — Operating Results of Miscellaneous Retail Stores, 25¢
- P — Retail Consumer Credit, 25¢

Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 25¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1952.

TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition.....	R-5
Graphic Review of Motion Picture Statistics.....	R-6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included, but beginning with 1950, data on this type of exhibition are presented in a separate section.

Text and Tables 1 to 7	R-7
------------------------------	-----

PART 2. Drive-in Theatres

Statistics for this recent and expanding type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

Text and Tables 8 and 9.....	R-12
------------------------------	------

PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged.

Text and Tables 10 and 11.....	R-13
--------------------------------	------

PART 4. Halls serviced by Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 12.....	R-14
------------------------	------

PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 13 and 14.....	R-14
--------------------------------	------

PART 6. National Film Board Activities

	R-16
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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1952

GENERAL SUMMARY

During 1952 Canadians saw motion pictures in regular theatres, drive-in theatres, halls operated as community enterprises and in halls serviced by itinerant operators, and to this end they spent \$118,434,481, the highest figure yet reached in this ever expanding field of entertainment.

Significant statistics concerning each of the four types of motion picture exhibition are presented in

the following table. In the past the type here designated as "Halls serviced by itinerant operators" was headed "Itinerant Operators", and the number of these individuals, rather than the number of halls where they exhibited motion pictures, was given.

More detail on the operations of the separate types is presented in following sections of this report.

Summary of Motion Picture Theatre Exhibition in Canada 1952

Item	Total, all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,416	1,843	104	657	812
Receipts (excluding taxes)	\$ 105,459,183	\$ 98,851,349	\$ 4,409,426	\$ 1,702,824	\$ 495,584
Amusement taxes	\$ 12,975,298	\$ 12,308,148	\$ 540,390	\$ 96,314	\$ 30,446
Number of paid admissions	262,963,287	247,732,717	8,379,586	5,363,564	1,437,420

The per capita expenditure on motion picture entertainment, climbed to a new high of \$8.21 in 1952 compared with the previous high of \$7.72 for 1951. Ontario topped all other provinces with a per

capita expenditure of \$10.06 while Newfoundland with \$3.90 had the lowest average.

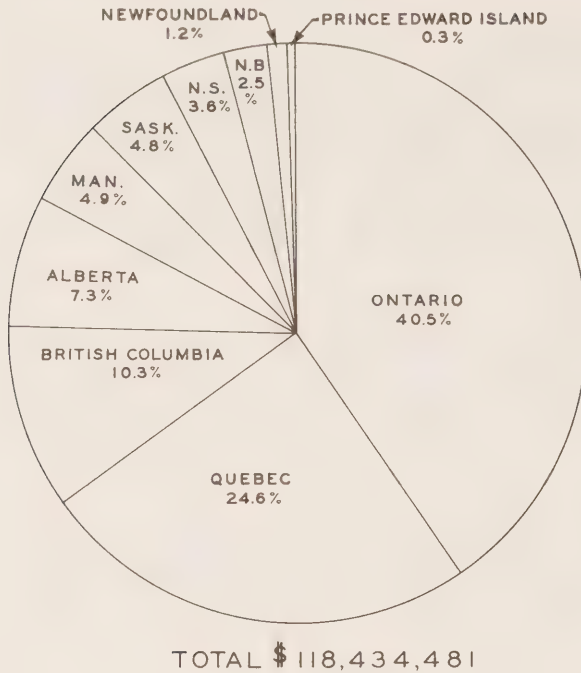
Throughout this report figures for British Columbia include the Yukon and Northwest territories.

**Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces,
1943, 1946, 1949, 1950, 1951 and 1952**

Province	1943	1946	1949	1950	1951	1952
	\$	\$	\$	\$	\$	\$
Canada	5.61	6.15	6.89	7.12	7.72	8.21
Newfoundland	—	—	2.69	2.93	3.82	3.90
Prince Edward Island.....	3.35	3.17	3.82	3.79	3.94	4.01
Nova Scotia	6.68	6.44	5.38	5.57	6.08	6.51
New Brunswick	4.53	4.79	4.44	4.40	4.99	5.52
Quebec	4.21	4.73	5.74	6.20	6.51	6.99
Ontario	6.97	7.56	8.94	9.11	9.80	10.06
Manitoba.....	4.81	5.88	6.20	6.20	7.01	7.31
Saskatchewan	3.31	4.39	4.67	4.84	5.61	6.76
Alberta	5.27	5.88	6.77	7.18	7.79	8.87
British Columbia.....	8.29	8.10	8.59	8.47	9.29	9.94

1. Based on total receipts of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

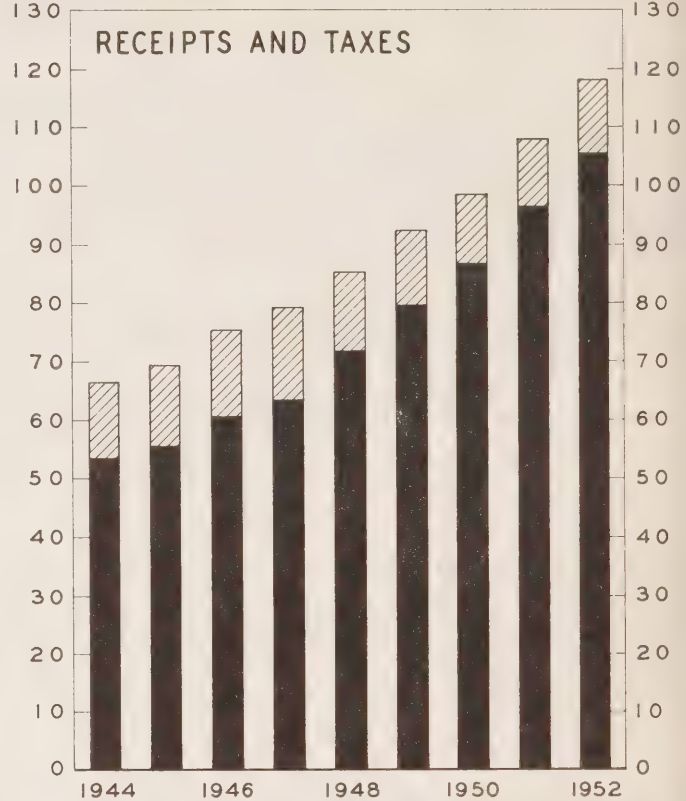
GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURE
ON MOTION PICTURES, 1952

MILLION DOLLARS

MILLION DOLLARS

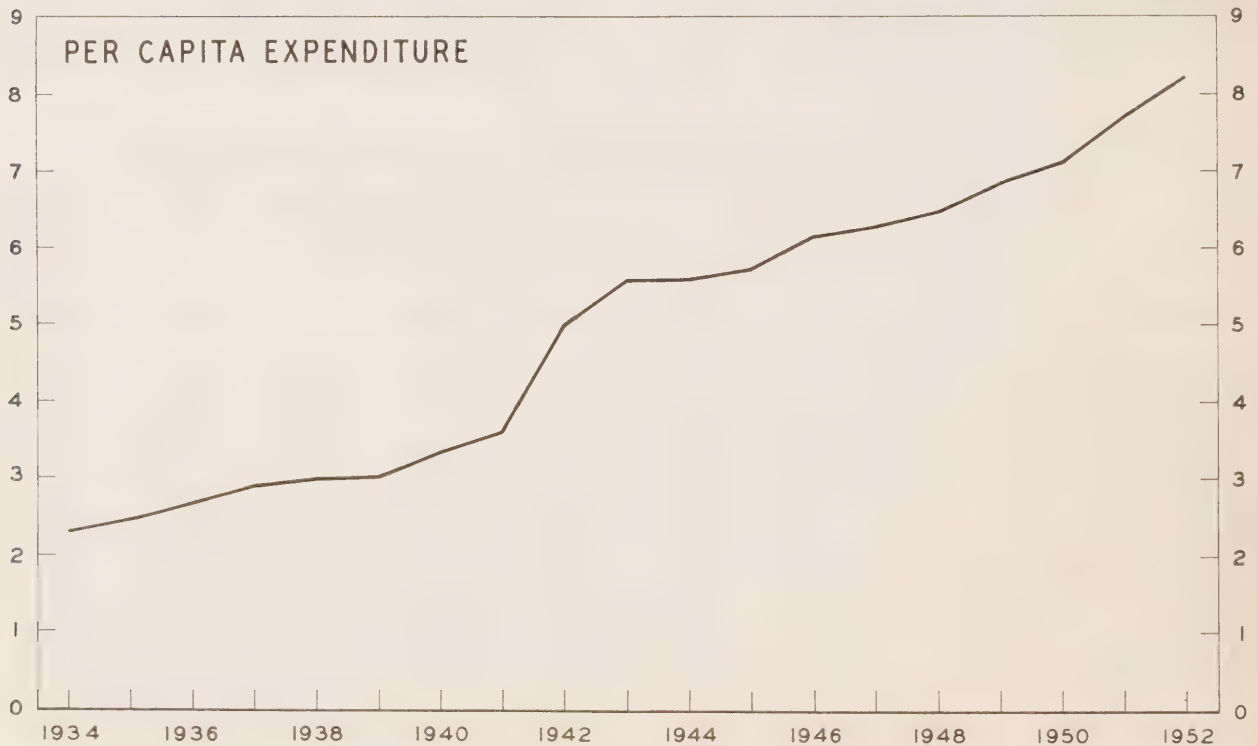
RECEIPTS AND TAXES



DOLLARS

DOLLARS

PER CAPITA EXPENDITURE



PART 1. — MOTION PICTURE THEATRES 1952

The statistics presented in this section relate only to regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

For Canada's motion picture theatres, 1952 was a year of continued expansion. The 1,843 theatres in operation had receipts amounting to \$98,851,349 and in addition collected \$12,308,148 in provincial amusement taxes. This represented an increase of

approximately 2% in number of theatres and 9% in receipts over the 1,808 theatres with receipts of \$90,986,110 in 1951. The number of paid admissions increased 4% from 239,132,227 in 1951 to 247,732,717 in 1952. The 8,804 males and 6,296 females employed in motion picture theatres in Canada during 1952 received salaries and wages amounting to \$18,868,116. The following table gives the principal statistics of Motion Picture theatres in 1952 by provinces.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1952

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment & Payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
Newfoundland.....	46	1,150,686	101,328	3,614,719	109	63	191,523
Prince Edward Island	12	336,700	53,530	992,647	23	23	39,756
Nova Scotia	81	3,688,920	438,448	11,413,480	322	319	640,033
New Brunswick	61	2,527,474	271,455	7,369,181	259	237	448,097
Quebec	419	24,932,302	3,638,347	58,760,871	2,482	997	3,983,939
Ontario	541	40,463,904	4,720,566	99,888,837	3,600	2,559	8,262,013
Manitoba	143	4,812,497	519,561	13,838,931	468	577	960,841
Saskatchewan.....	197	4,479,432	253,177	11,556,565	423	370	763,299
Alberta	180	6,937,291	684,415	16,841,273	464	433	1,170,019
British Columbia.....	163	9,522,143	1,627,321	23,456,213	654	718	2,408,596

Receipts (excluding taxes) were higher in all provinces in 1952 than in 1951. Saskatchewan, with a 20% increase in receipts, recorded the greatest gain over 1951, while Alberta was second with a 15% increase. The following table presents a year-

to-year comparison of receipts by provinces. Prior to 1949, receipts from community enterprises were included but it is felt that this does not affect the comparability of the series to any extent.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1946 to 1952

(Excluding amusement taxes)

Province	1946	1947	1948	1949	1950	1951	1952
	\$	\$	\$	\$	\$	\$	\$
Canada	59,888,972	62,865,279	69,657,248	77,419,472	82,707,762	90,986,110	98,851,349
Newfoundland.....	—	—	—	820,107	863,734	1,098,611	1,150,686
Prince Edward Island....	223,804	255,835	281,995	280,631	286,334	313,090	336,700
Nova Scotia	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920
New Brunswick	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474
Quebec	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302
Ontario	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904
Manitoba	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497
Saskatchewan.....	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432
Alberta	3,626,140	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291
British Columbia.....	6,586,898	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143

Note. Prior to 1949 receipts from community enterprises were included here.

Both the seating capacity and potential capacity in Canadian theatres were slightly over 1% higher in 1952 than in 1951. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Only 31% of a potential capacity of 804,597,070, was utilized in 1952. Capacity utilization was highest in Newfoundland at 38% and lowest in Quebec at 29%.

Forty-one per cent of the 1952 business went to theatres in Ontario, which also had 37% of the total seating capacity. Quebec theatres, with 24% of total seating capacity obtained slightly over 25% of the total business. As was the case in 1951, British Columbia had approximately the same ratio of receipts as seating capacity while all the other provinces had lesser percentages of receipts than of seating capacity.

The average admission price excluding taxes reached a new high of 40 cents in 1952 compared with 38 cents in 1951. Quebec ranked first with an average admission of 42 cents while Newfoundland and Nova Scotia were the lowest at 32 cents. Rouyn again led all Canadian cities with an average admission price of 48 cents. The figures given in table 3 for average admission price are based on receipts, excluding taxes. In order to show the

average price paid by an individual for admission to a theatre, the following figures, based on total receipts including taxes, are presented: —

Average Admission Price (Including Taxes)

Canada	45¢
Newfoundland	35¢
Prince Edward Island	39¢
Nova Scotia	36¢
New Brunswick	38¢
Quebec	49¢
Ontario	45¢
Manitoba	39¢
Saskatchewan	41¢
Alberta	45¢
British Columbia	48¢

The following table gives the principal statistics of motion picture theatres, by provinces and for selected cities for 1952. Separate figures are given for all cities in which four or more theatres were in operation.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1952

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² Admission Price
			\$	\$			%	¢
Canada	1,843	954,813	98,851,349	12,308,148	247,732,717	804,597,070	31	40
Newfoundland	46	15,183	1,150,686	101,328	3,614,719	9,454,626	38	32
St. Johns	6	5,478	590,333	65,493	2,020,553	5,127,408	39	29
Corner Brook	4	1,659	158,135	21,115	436,059	1,379,352	32	36
Other places	36	8,046	402,218	14,720	1,158,107	2,947,866	39	35
Prince Edward Island ..	12	4,677	336,700	53,530	992,647	2,862,557	35	34
Nova Scotia	81	42,891	3,688,920	438,448	11,413,480	37,416,697	31	32
Halifax	10	8,841	1,138,724	132,284	3,344,361	11,550,396	29	34
Sydney	5	3,627	364,404	43,059	1,168,638	3,013,712	39	31
Other places	66	30,423	2,185,792	263,105	6,900,481	22,852,589	30	32
New Brunswick	61	29,704	2,527,474	271,455	7,369,181	22,895,207	32	34
Moncton	4	3,420	432,879	46,619	1,137,709	3,516,864	32	38
Saint John	6	6,036	682,243	74,075	1,838,631	6,479,448	28	37
Other places	51	20,248	1,412,352	150,761	4,392,841	12,898,895	34	32
Quebec	419	227,300	24,932,302	3,638,347	58,760,871	200,336,523	29	42
Montreal	72	70,935	12,335,494	1,804,338	27,952,866	98,428,025	28	44
Verdun	4	3,780	540,264	84,693	1,379,775	4,834,466	29	39
Quebec	14	11,998	1,764,803	265,043	4,379,413	14,427,885	30	40
Hull	4	3,099	438,761	63,172	1,185,396	3,991,416	30	37
Rouyn	5	2,637	246,563	37,076	512,245	2,376,576	22	48
Sherbrooke	5	4,280	524,278	77,014	1,180,074	4,614,415	26	44
Three Rivers	4	3,525	428,415	57,848	1,063,521	3,412,344	31	40
Other Places	311	127,046	8,653,724	1,249,163	21,107,581	68,251,396	31	41

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1952 - Concluded

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² Admission Price
			\$	\$			%	¢
Ontario	541	350,423	40,463,904	4,720,566	99,888,837	327,429,021	31	41
Toronto	113	96,282	12,685,024	1,510,825	28,776,545	95,250,432	30	44
Hamilton	23	19,978	2,585,450	304,474	6,665,679	18,960,768	35	39
Ottawa	19	17,953	2,306,556	273,254	5,927,898	21,000,304	28	39
Windsor	9	9,071	1,017,342	118,059	2,446,615	12,095,320	20	42
London	8	8,053	1,397,599	159,600	2,981,390	10,158,564	29	47
Kingston	4	3,862	556,626	66,111	1,385,682	5,462,808	25	40
Fort William	6	4,716	565,168	64,312	1,286,033	6,074,952	21	44
Port Arthur	4	3,639	510,347	59,778	1,110,287	5,367,024	21	46
St. Catharines	5	4,000	582,865	69,555	1,524,769	5,354,856	28	38
Sudbury	7	6,033	1,097,261	131,230	2,410,448	7,679,880	31	46
Brantford	5	4,940	597,707	68,585	1,490,008	6,041,412	25	40
Kitchener	5	4,777	635,174	72,309	1,726,795	5,126,680	34	37
Peterborough	4	3,441	508,501	58,577	1,255,856	4,219,176	30	40
Sarnia	4	3,663	455,482	52,931	1,127,914	3,915,288	29	40
Guelph	4	3,713	394,240	46,759	987,837	3,526,848	28	40
Oshawa	4	3,001	523,618	60,092	1,323,349	4,253,184	31	40
Sault Ste. Marie	4	3,213	509,254	58,388	1,271,143	4,316,104	29	40
Timmins	4	3,805	480,809	56,454	1,218,745	3,561,480	34	39
Owen Sound	4	2,418	227,703	26,664	622,240	2,081,248	30	37
Other places	305	143,865	12,827,178	1,462,609	34,349,604	102,982,693	33	37
Manitoba	143	61,341	4,812,497	519,561	13,838,931	44,541,240	31	35
Winnipeg	36	27,499	3,145,692	378,948	8,162,954	29,654,430	28	39
Other places	107	33,842	1,666,805	140,613	5,675,977	14,886,810	38	29
Saskatchewan	197	64,853	4,479,432	253,177	11,556,565	38,177,015	30	39
Saskatoon	6	5,209	703,576	50,328	1,883,683	8,290,464	23	37
Regina	6	5,262	871,646	77,563	2,053,080	7,619,352	27	42
Moose Jaw	4	2,596	317,123	32,568	949,687	3,225,188	29	33
Other places	181	51,786	2,587,087	92,718	6,670,115	19,042,011	35	39
Alberta	180	68,505	6,937,291	684,415	16,841,273	48,290,315	35	41
Edmonton	14	11,121	2,030,763	201,252	4,988,684	12,170,580	41	41
Calgary	14	10,832	1,945,094	203,880	4,143,081	14,096,732	29	47
Lethbridge	4	2,818	402,562	37,391	954,979	3,299,296	29	42
Other places	148	43,734	2,558,872	241,892	6,754,529	18,723,707	36	38
British Columbia	163	89,936	9,522,143	1,627,321	23,456,213	73,193,869	32	41
Vancouver	39	35,237	4,223,189	733,428	10,318,032	35,692,057	29	41
Victoria	7	7,145	981,175	171,803	2,148,600	10,087,896	21	46
New Westminster	5	3,424	464,508	81,304	1,180,680	3,883,776	30	39
Other places	112	44,130	3,853,271	640,786	9,808,901	23,530,140	42	39

1. Includes only those theatres located within the incorporated limits of the city.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

Employment

During 1952 there were 16,869 persons employed in motion picture theatres. Of this total 1,769 were working proprietors and family members not receiving a regular salary. The 15,100 paid employees, including working executives of incorporated companies, received \$18,868,116 in salaries and wages. The majority of paid employees were engaged in "full-time" theatres, those operating 300 days or more during the year. The 13,760 persons employed

by these theatres received \$18,200,616 in salaries and wages. The projectionists numbered 2,131 and they were paid \$6,259,606. Part-time theatres, those operating less than 300 days during the year, employed 1,340 persons who received salaries and wages amounting to \$667,500. Projectionists in these theatres numbered 390 and drew salaries totalling \$286,907.

TABLE 4. Employment and Payroll, 1952

Period of operation and province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, all theatres	15,100	18,868,116	2,118	38	6,185,368	351	14	361,145	6,335	6,244	12,321,603
Full-time (operating 300 days and over):											
Canada	13,760	18,200,616	1,830	23	5,917,662	270	8	341,944	5,842	5,787	11,941,010
Newfoundland	150	178,151	26	—	49,423	13	—	10,523	52	59	118,205
Prince Edward Island	38	36,500	5	—	8,468	2	—	1,922	11	20	26,110
Nova Scotia	587	622,176	72	1	163,285	16	—	9,505	199	299	449,386
New Brunswick	430	430,636	63	—	119,348	11	—	5,583	148	208	305,705
Quebec	3,250	3,868,842	465	10	980,520	97	3	55,707	1,737	938	2,832,615
Ontario	5,909	8,080,113	689	8	2,752,665	56	—	155,771	2,702	2,454	5,171,677
Manitoba	902	924,424	90	1	285,141	21	—	17,018	279	511	622,265
Saskatchewan	535	676,554	82	—	229,778	10	—	9,008	172	271	437,768
Alberta	731	1,080,921	125	2	390,479	14	5	14,137	229	356	676,305
British Columbia	1,228	2,302,299	213	1	938,555	30	—	62,770	313	671	1,300,974
Part-time (operating less than 300 days):											
Canada	1,340	667,500	288	15	267,706	81	6	19,201	493	457	380,593
Newfoundland	22	13,372	3	—	4,010	3	—	1,300	12	4	8,062
Prince Edward Island	8	3,256	—	—	—	2	—	884	3	3	2,372
Nova Scotia	54	17,857	10	—	8,784	5	—	1,934	20	19	7,139
New Brunswick	66	17,461	11	—	6,817	4	—	358	22	29	10,286
Quebec	229	115,097	60	6	45,045	14	3	3,751	109	37	66,301
Ontario	250	181,900	42	1	59,604	4	—	1,128	107	96	121,168
Manitoba	143	36,417	35	1	19,568	9	—	1,332	34	64	15,517
Saskatchewan	258	86,745	60	4	35,441	19	1	2,257	80	94	49,047
Alberta	166	89,098	42	3	47,234	10	2	2,154	44	65	39,710
British Columbia	144	106,297	25	—	41,203	11	—	4,103	62	46	60,991

TABLE 5. Proprietors of Unincorporated Firms¹, 1952

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,769	251	77	642,136	922	519
Full-time (operating 300 days and over):						
Canada	813	182	49	562,646	379	203
Newfoundland	6	2	—	1,724	2	2
Prince Edward Island	5	1	—	84	4	—
Nova Scotia	19	1	—	2,080	13	5
New Brunswick	18	2	—	4,358	13	3
Quebec	289	70	23	217,730	119	77
Ontario	193	44	12	165,643	91	46
Manitoba	59	9	—	25,580	34	16
Saskatchewan	52	13	2	25,130	29	8
Alberta	110	28	5	79,184	46	31
British Columbia	62	12	7	41,133	28	15
Part-time (operating less than 300 days):						
Canada	956	69	28	79,490	543	316
Newfoundland	46	4	2	5,059	34	6
Prince Edward Island	12	—	—	—	9	3
Nova Scotia	31	3	3	5,200	17	8
New Brunswick	14	—	—	—	9	5
Quebec	212	18	7	19,199	125	62
Ontario	110	11	5	13,166	59	35
Manitoba	120	2	7	1,256	64	47
Saskatchewan	211	20	2	18,594	109	80
Alberta	136	6	1	8,662	80	49
British Columbia	64	5	1	8,354	37	21

1. Including family members not receiving a regular salary.

Ownership

In 1952 theatres controlled by circuits operating four or more houses obtained 72% of total receipts and 69% of admissions, although they formed only 38% of Canada's 1843 regular theatres. Circuits in

the 20-and-over class got 58% of the receipts and 54% of the admissions. There was little change in the amount of business attributed to each of the categories as compared with 1951.

TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1952

Year and number of establishments under same ownership	Number of establishments		Receipts (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
			\$			
1930						
Total	915	100.0	38,130,100	100.0	—	—
One	656	71.7	15,772,000	41.4	—	—
Two and three	92	10.1	6,390,200	16.7	—	—
Four and over.....	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1952						
Total	1,843	100.0	98,851,349	100.0	247,732,717	100.0
One	930	50.5	19,854,322	20.1	55,535,889	22.4
Two and three	209	11.3	8,030,518	8.1	21,468,886	8.7
Four to nineteen	237	12.9	13,606,650	13.8	36,734,187	14.8
Twenty and over	467	25.3	57,359,859	58.0	133,993,755	54.1

Ninety-one per cent of the 1,843 theatres operating in 1952 used 35 mm. projection equipment. These 1,671 theatres had receipts of \$98,322,322 compared with receipts of \$529,027 obtained by the 172 theatres which used 16 mm. equipment. In 1951

there were 164 theatres out of a total of 1,808 using 16 mm. projectors. The following table presents some statistics of motion picture theatres by size of projection equipment and provinces for 1952.

TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1952

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
			\$	\$	\$	\$		
Canada	1,671	172	98,322,322	529,027	12,249,963	58,185	246,279,531	1,453,186
Newfoundland.....	27	19	1,103,541	47,145	100,589	739	3,466,774	147,945
Prince Edward Island	12	—	336,700	—	53,530	—	992,647	—
Nova Scotia	79	2	1	1	1	1	1	1
New Brunswick	57	4	1	1	1	1	1	1
Quebec	380	39	24,791,695	140,607	3,615,909	22,438	58,492,533	358,338
Ontario	501	40	40,352,388	111,516	4,707,419	13,147	99,558,551	330,286
Manitoba	135	8	4,786,242	26,255	517,771	1,790	13,774,257	64,674
Saskatchewan.....	173	24	4,431,072	48,360	253,177	—	11,420,642	135,923
Alberta	158	22	6,872,819	64,472	678,748	5,667	16,636,146	205,127
British Columbia	149	14	9,438,298	83,845	1,613,679	13,642	23,266,693	189,520

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 2. — DRIVE-IN THEATRES

The spectacular advances made by drive-in theatres in the field of motion picture entertainment from 1947 to 1952 is shown in the following table.

	1947	1948	1949	1950	1951	1952
Number of drive-in theatres	7	15	30	62	82	104
Total capacity, cars	5,438	9,975	15,924	31,523	40,520	50,497
Receipts (excluding taxes).....	\$ 274,325	\$ 658,641	\$ 1,393,760	\$ 2,290,679	\$ 3,347,670	\$ 4,409,426
Taxes	\$ 57,702	\$ 131,124	\$ 245,094	\$ 300,028	\$ 406,611	\$ 540,390
Number of paid admissions	670,583	1,595,947	3,019,314	4,943,000	6,554,572	8,379,586

Canada's 104 drive-ins boosted their receipts to \$4,409,426 from \$3,347,670 and collected \$540,390 in amusement taxes as against \$406,611 in 1951 and entertained 8,379,586 persons as compared with 6,554,572. The lion's share of the 1952 business went to Ontario's 52 drive-ins which collected \$2,228,257 in receipts and \$283,228 in amusement taxes. New Brunswick, one of the provinces which

had no drive-ins, came up with 4 in 1952. Newfoundland and Quebec remain the only provinces without this type of entertainment.

There were 1,320 persons employed in drive-in theatres in 1952 and these received \$998,135 in salaries and wages. Of the total employees, 124 were projectionists who received \$288,321 for their services.

TABLE 8. Principal Statistics of Drive-In Theatres, by Provinces, 1952

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
Canada	104	50,497	1,309	\$ 4,409,426	\$ 540,390	8,379,586
Newfoundland	—	—	—	—	—	—
Prince Edward Island	2	1	—	1	1	1
Nova Scotia	3	1	—	1	1	1
New Brunswick	4	1,915	310	78,894	10,178	154,776
Quebec	—	—	—	—	—	—
Ontario	52	27,573	100	2,228,257	283,228	4,196,492
Manitoba	7	4,521	—	333,330	50,330	647,115
Saskatchewan	13	4,269	150	377,097	12,181	722,661
Alberta	8	3,945	225	619,488	58,125	1,129,440
British Columbia	15	6,104	524	688,408	118,080	1,377,899

TABLE 9. Employment and Payroll, 1952

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
Canada	1,320	\$ 998,135	117	—	\$ 284,634	7	—	\$ 3,687	790	406	\$ 709,814
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	1	1	—	—	—	—	—	—	1	1	1
Nova Scotia	1	1	1	—	1	—	—	—	1	1	1
New Brunswick	36	15,539	4	—	3,333	2	—	529	19	11	11,677
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	681	489,928	64	—	167,429	2	—	1,740	409	206	320,759
Manitoba	162	87,681	7	—	12,701	—	—	—	72	83	74,980
Saskatchewan	107	74,759	11	—	18,649	1	—	148	61	34	55,962
Alberta	117	126,629	9	—	20,512	2	—	1,270	79	27	104,847
British Columbia	172	190,688	19	—	60,395	—	—	—	123	30	130,293

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 3. — COMMUNITY ENTERPRISES

These establishments are community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches, etc. Although a regular admission is charged in these halls, they differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

The number of community enterprises increased from 632 in 1951 to 657 in 1952 and total receipts amounted to \$1,702,824, an increase of approximately 14% over the 1951 receipts of \$1,499,560.

Amusements taxes collected in 1952 totalled \$96,314 compared with \$72,675 collected in 1951. Attendance at motion picture exhibition in these halls was 5,363,564 in 1952 and represented 37% utilization of potential capacity. The average admission price, excluding taxes, was 32 cents in 1952 compared with 31 cents in 1951. The majority of these community enterprises are located in Quebec and Saskatchewan.

Most of the halls used 16 mm. projection equipment but the 152 houses where 35 mm. equipment was installed accounted for 58% of the receipts and 54% of the total admissions.

TABLE 10. Principal Statistics of Community Enterprises, by Provinces, 1952

Province	No. of Establishments	Seating Capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price ¹
			\$	\$			%	¢
Canada	657	150,194	1,702,824	96,314	5,363,564	14,603,782	37	32
Newfoundland	40	7,393	118,562	—	404,539	1,044,304	39	29
Prince Edward Island	3	650	6,777	—	24,356	47,600	51	28
Nova Scotia	4	718	5,360	322	15,050	37,200	40	36
New Brunswick	7	1,280	11,939	1,141	42,956	88,530	49	28
Quebec	227	66,579	517,112	67,067	1,718,667	5,545,394	31	30
Ontario	51	10,548	114,825	2,356	346,058	903,142	38	33
Manitoba	25	5,426	89,365	356	305,136	756,564	40	29
Saskatchewan	176	34,528	488,702	—	1,502,061	3,903,281	38	33
Alberta	87	16,408	197,686	16,450	588,953	1,452,533	41	34
British Columbia	37	6,664	152,496	8,622	415,788	825,234	50	37

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

TABLE 11. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1952

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
Canada	152	505	57.7	42.3	54.1	45.9
Newfoundland	4	36	56.2	43.8	55.4	44.6
Prince Edward Island	3	—	100.0	—	100.0	—
Nova Scotia	—	4	—	100.0	—	100.0
New Brunswick	1	6	19.3	80.7	18.6	81.4
Quebec	28	199	59.0	41.0	51.1	48.9
Ontario	2	49	24.1	75.9	17.1	82.9
Manitoba	22	3	92.5	7.5	90.8	9.2
Saskatchewan	60	116	64.9	35.1	61.9	38.1
Alberta	21	66	48.8	51.2	46.5	53.5
British Columbia	11	26	51.1	48.9	55.3	44.7

PART 4. — HALLS SERVICED BY ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing moving pictures in more than one town or village are classed as itinerant exhibitors in this report. In 1952 there were 158 of these operators giving performances in 812 halls across the country. This compares with 167 operators servicing 791 halls in 1951. Total receipts amounted to \$495,584 in 1952 not including amusement taxes which totalled

\$30,446. The number of paid admissions fell off from 1,611,626 in 1951 to 1,487,420 in 1952 but the average admission price increased from 30 cents in 1951 to 33 cents in 1952.

Two of these exhibitors reported the use of a 35 mm. projector, all the others used 16 mm. projection equipment.

TABLE 12. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1952

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average ¹ admission price
		\$	\$		¢
Canada	812	495,584	30,446	1,487,420	33
Newfoundland	247	86,731	—	253,109	34
Prince Edward Island	17	8,160	935	29,569	28
Nova Scotia	69	26,478	3,962	95,830	28
New Brunswick	—	—	—	—	—
Quebec	70	21,105	2,590	63,414	33
Ontario	169	121,100	12,001	356,527	34
Manitoba	39	29,942	1,422	113,735	26
Saskatchewan	87	89,044	—	259,578	34
Alberta	85	81,732	5,875	227,306	36
British Columbia	29	31,292	3,661	88,352	35

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

PART 5. — FILM EXCHANGES

There were 36 film exchange companies operating in 1952 and through their 129 offices located across the country they distributed film to Canadian users. Film exchanges handled a volume of business amounting to \$33,979,599 in 1952, almost 13% higher than the 1951 level of \$30,118,713. Of the total receipts in 1952, \$32,911,042 was from rentals of films for commercial as well as non-commercial exhibition. Rentals of 16 mm. film brought in \$2,281,540 in 1952. This figure covers receipts from rentals for both theatrical and non-theatrical exhibition.

use on a commercial basis. Table 14 shows the classification of new films by type, size and language.

Segregation of the 1,666 new feature films released in 1952 as to country of origin was as follows:

United States	1,243
France	283
Great Britain	97
Canada	3
Italy	21
Other countries	19

Total new feature films **1,666**

New films of all types released during 1952 numbered 5,189, of which 3,816 were for theatrical

Of the total new features released 1,396 were in black and white and 270 were in colour.

TABLE 13. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1952

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and Wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other Sources
					\$	\$	\$	\$	\$
1934	—	60	344	230	923,400		7,370,200 ¹	2	2
1940	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1951	33	123	1,120		3,071,545		29,225,867	551,048	341,798
1952	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 14. Type, Size and Language of New Films Released, 1952

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16 mm.	3,563	3,295	261	7
35 mm.	1,626	1,290	301	35
Features:				
16 mm.	954	739	203	7
35 mm.	712	462	223	27
Short Subjects:				
Cartoons				
16 mm.	650	650	—	—
35 mm.	202	199	3	—
Newsreels				
16 mm.	659	636	23	—
35 mm.	466	394	72	—
Other				
16 mm.	1,300	1,270	30	—
35 mm.	246	235	3	8

PART 6.— NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through information films, the National Film Board coordinates the film activities of federal government departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries, commercial theatres and

television outlets in Canada. The Board also distributes its own and sponsored productions internationally through the Canadian Posts, Educational institutions and theatrical and television outlets abroad. Through the courtesy of the Board the following statistics relating to the operation in the year ending 31 March, 1953, are presented.

Production

The 1952-53 production activities consisted of 143 major films, 61 news stories, 5 newsclips and 5 trailers. The 143 major productions in 1952-53 consisted of 78 English-language films, 64 French-language films and 1 foreign language film of which 104 were in black and white. The remainder were in colour. 114 films were made under the Board's

production appropriation and 29 were sponsored by other government departments.

The programme in its entirety covered a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life and creative arts.

Theatrical and Television Distribution in Canada

ROYAL JOURNEY, a full-length documentary colour film on the visit to Canada of Her Majesty the Queen (then Princess Elizabeth) and the Duke of Edinburgh, continued its theatrical run during the year. It was booked 701 times for a total of 1,718 days in some 580 communities across Canada. As of March 31, 1953 this film has now been booked 1,189 times since its release in December 1951.

47 films were released in the series of theatrical short subjects, CANADA CARRIES ON, EYE WITNESS, SPECIALS AND VIGIE, which are distributed in both English and French Versions to Canadian theatres. During 1952-53, N.F.B. films on subjects of national and topical interest were booked 8,644 times and shown for a total of 20,756 days.

In addition, 169 films and filmstrips were booked 229 times for television use.

Non-Theatrical Distribution in Canada

The Board maintains regional offices in each of the provinces and sub-offices in many of the larger cities. A staff of 61 representatives co-operates with provincial agencies to promote, organize and guide community film services. In this way films and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 183,205 showings of 16 millimetre (non-theatrical) films distributed by the National Film Board—an increase of 21.2 per cent over the previous year.

Audiences at these screenings totalled 13,250,227 an increase of 14.1 per cent over the previous year. These figures do not include screenings of films

purchased by business establishments, health and agricultural organizations, provincial government departments and other groups for their own use.

Films distributed through the Board's rural programs reached about 6,000,000 persons; the balance of the total audience—approximately 7,000,000 persons—attended screenings of films borrowed from national, provincial and local libraries and depots. There is now a total of 404 such libraries and depots as compared with 334 one year ago. Film Councils, which have increased from 343 to 351, extend the work of the film libraries by bringing local groups together in joint planning and action relating to film services and the development of effective film use. Approximately 4,277 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the co-operation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural and urban schools. During the year there were 42,403

showings of National Film Board films to total audiences of 2,990,980 in rural schools and 33,855 showings to total audiences of 2,682,570 in urban schools.

International Distribution

The total number of television bookings for 1952-53 was 1,799.

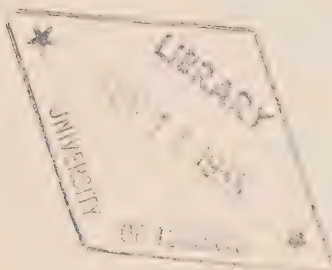
There were 16,159 theatrical bookings of National Film Board films in 15 countries reported during the year.

The Board's films were also distributed abroad through 56 posts of the Department of External Affairs and Trade and Commerce; and through universities, schools and other educational agencies. There were 91,752 such showings to total audience of 11,072,210.



CANADA

MOTION PICTURE THEATRES,
(EXHIBITORS AND) DISTRIBUTORS
1953



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade (not issued 1953)
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Equipment Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Chain Food Stores, 25¢
- I — Operating Results of Chain Clothing Stores, 25¢
- J — 1 Operating Results of Chain Variety Stores, 25¢
 - 2 Operating Results of Chain Drug Stores, 25¢
 - 3 Operating Results of Chain Furniture Stores, 25¢
- * K — Operating Results of Independent Food Stores, 25¢
- * L — Operating Results of Independent Clothing Stores, 25¢
- * M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- * N — Operating Results of Filling Stations & Garages, 25¢
- * O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Consumer Credit

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

Biennial reports — not issued for 1953.

TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition	R-5
Graphic Review of Motion Picture Statistics	R-6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included, but beginning with 1950, data on this type of exhibition are presented in a separate section.

Text and Tables 1 to 7	R-7
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PART 2. Drive-in Theatres

Statistics for this recent and expanding type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

Text and Tables 8 and 9	R-12
-------------------------------	------

PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged.

Text and Tables 10 and 11	R-13
---------------------------------	------

PART 4. Halls serviced by Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 12	R-14
-------------------------	------

PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 13 and 14	R-14
---------------------------------	------

PART 6. National Film Board Activities	R-16
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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS

1953

GENERAL SUMMARY

In 1953 combined receipts of motion picture exhibitors in regular theatres, drive-in theatres, halls operated as community enterprises and in halls serviced by itinerant operators increased by 3% over 1952 but there was a decrease of 1% in attendance. Receipts, exclusive of taxes, rose from \$105,459,183 in 1952 to \$109,072,528 in 1953 while the number of paid admissions fell from 262,963,287 to 259,346,837.

Significant statistics concerning each of the four types of motion picture exhibition are presented in the following table. For regular theatres, paid admissions fell from 247,732,717 to 241,182,726, while receipts climbed from \$98,851,349 to \$100,889,361. Drive-in theatres reported an increase

in paid admissions from 8,379,586 in 1952 to 11,134,788 in 1953, while receipts expanded from \$4,409,426 to \$5,862,920. The paid admissions for community enterprises advanced from 5,363,564 to 5,647,668 while receipts grew from \$1,702,824 to \$1,851,685. For halls serviced by itinerant operators, paid admissions declined from 1,487,420 in 1952 to 1,381,655 in 1953 while receipts fell from \$495,584 to \$468,562.

More detailed information on the operations of the separate types is presented in the following sections of this report. A final section deals with the activities of the National Film Board.

Summary of Motion Picture Theatre Exhibition in Canada, 1953

Item	Total all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,554	1,906	174	669	805
Receipts (excluding taxes) \$	109,072,528	100,889,361	5,862,920	1,851,685	468,562
Amusement taxes \$	13,582,540	12,760,235	685,389	105,057	31,859
Number of paid admissions	259,346,837	241,182,726	11,134,788	5,647,668	1,381,655

The per capita expenditure on motion picture entertainment climbed to a new high of \$8.30 in 1953 compared with the previous high of \$8.21 for

1952. British Columbia topped all other provinces with a per capita expenditure of \$10.56 while Newfoundland with \$4.03 had the lowest average.

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1943, 1946, 1949, 1950, 1951, 1952 and 1953

Province	1943	1946	1949	1950	1951	1952	1953
	\$	\$	\$	\$	\$	\$	\$
Canada	5.61	6.15	6.89	7.12	7.72	8.21	8.30
Newfoundland	—	—	2.69	2.93	3.82	3.90	4.03
Prince Edward Island	3.35	3.17	3.82	3.79	3.94	4.01	4.06
Nova Scotia	6.68	6.44	5.38	5.57	6.08	6.51	7.35
New Brunswick	4.53	4.79	4.44	4.40	4.99	5.52	6.02
Quebec	4.21	4.73	5.74	6.20	6.51	6.99	7.00
Ontario	6.97	7.56	8.94	9.11	9.80	10.06	9.67
Manitoba	4.81	5.88	6.20	6.20	7.01	7.31	7.74
Saskatchewan	3.31	4.39	4.67	4.84	5.61	6.76	7.07
Alberta	5.27	5.88	6.77	7.18	7.79	8.87	9.73
British Columbia ²	8.29	8.10	8.59	8.47	9.29	9.94	10.56

1. Based on total receipts of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

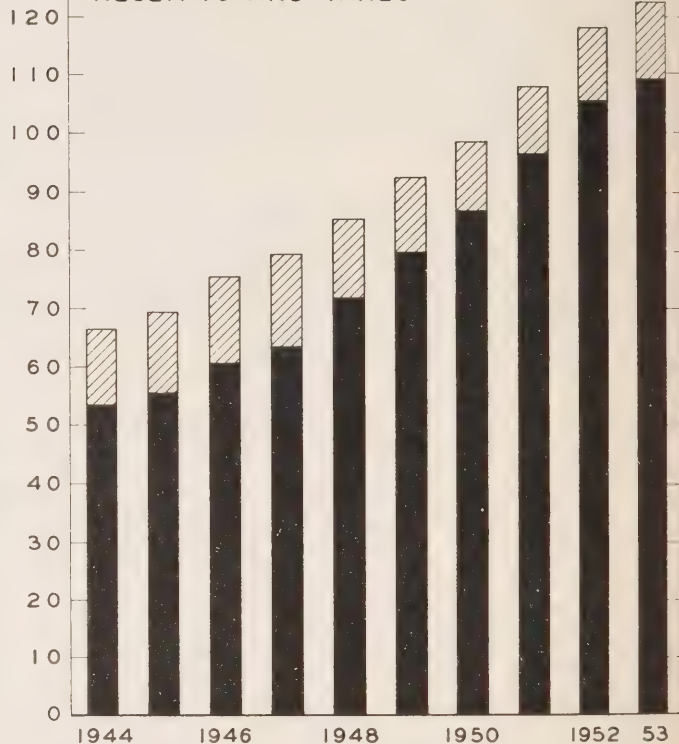
2. Including Yukon and Northwest Territories.

GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURE
ON MOTION PICTURES, 1953

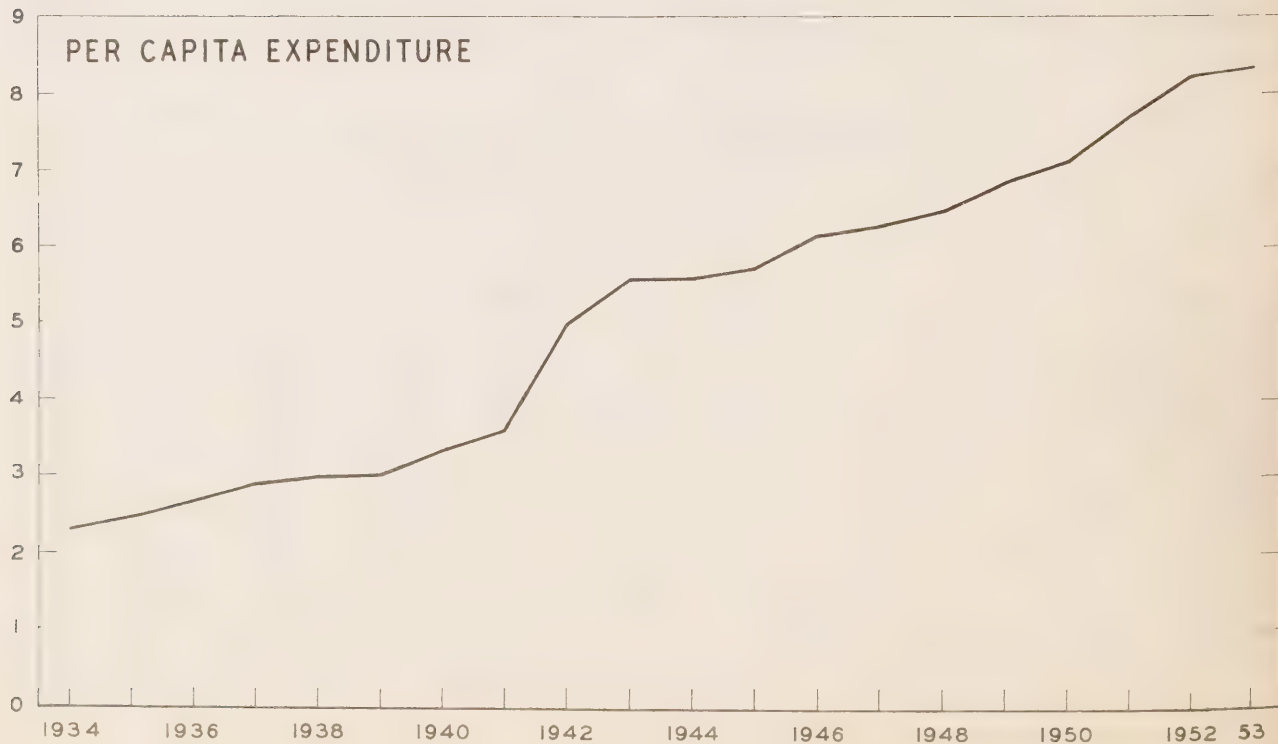
MILLION DOLLARS

RECEIPTS AND TAXES



DOLLARS

PER CAPITA EXPENDITURE



PART I. - MOTION PICTURE THEATRES 1953

The statistics presented in this section relate only to regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

In 1953 Canada's 1,906 regular theatres had receipts, excluding taxes, of \$100,889,361 or 2% above the \$98,851,349 reported in 1952 but the number of paid admissions decreased by nearly 3% from 247,732,717 in 1952 to 241,182,726 in the year under review. In 1953 there were 9,027 male employees and 6,723 female employees who received \$20,018,413 compared with 8,804 males and 6,296 females receiving \$18,868,116 in the previous year.

Amusement taxes increased from \$12,308,148 to \$12,760,235 over the two years.

Provincial statistics of regular motion picture theatres revealed that, while Ontario was the only province to show a decrease in total receipts (excluding taxes) in 1953 as compared with 1952, in Ontario, Quebec and Newfoundland there were decreases in the number of paid admissions. The decrease in receipts, excluding taxes, amounted to 2.2% for Ontario, while the increase for Quebec was only 1.9%. On the other hand, there was an increase of 13.2% for Nova Scotia, 10.7% for Alberta, 7.8% for New Brunswick and 7.1% for British Columbia.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1953

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,906	100,889,361	12,760,235	241,182,726	9,027	6,723	20,018,413
Newfoundland	58	1,174,724	151,853	3,545,082	120	62	198,706
Prince Edward Island	12	347,294	60,169	993,850	26	19	39,117
Nova Scotia	84	4,177,407	466,147	11,745,207	355	306	727,816
New Brunswick	63	2,724,148	314,402	7,610,543	241	263	485,041
Quebec	436	25,405,212	3,804,026	55,615,636	2,625	1,038	4,286,373
Ontario	536	39,570,781	4,649,381	93,348,088	3,514	2,840	8,459,267
Manitoba	154	5,030,045	550,154	14,569,081	469	552	1,079,825
Saskatchewan	199	4,583,073	253,803	11,851,062	476	403	856,530
Alberta	191	7,676,634	752,697	17,254,881	536	453	1,266,320
British Columbia ¹	173	10,200,043	1,757,603	24,649,296	665	787	2,619,418

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1947 to 1953
(Excluding amusement taxes)

Province	1947	1948	1949	1950	1951	1952	1953
	\$	\$	\$	\$	\$	\$	\$
Canada	62,865,279	69,657,248	77,419,472	82,707,762	90,986,110	98,851,349	100,889,361
Newfoundland	—	—	820,107	863,734	1,098,611	1,150,686	1,174,724
Prince Edward Island	255,835	281,995	280,631	286,334	313,090	336,700	347,294
Nova Scotia	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920	4,177,407
New Brunswick	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474	2,724,148
Quebec	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302	25,405,212
Ontario	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904	39,570,781
Manitoba	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497	5,030,045
Saskatchewan	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432	4,583,073
Alberta	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291	7,676,634
British Columbia ¹	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143	10,200,043

Note. Prior to 1949 receipts from community enterprises were included here.

1. Including Yukon and Northwest Territories.

In 1953 the seating capacity of regular theatres increased by 2.4% while the potential capacity rose by 1.7% over 1952. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Only 29.5% of a potential capacity of 818,625,591 was utilized in 1953. Capacity utilization was highest in Newfoundland at 36.3% and lowest in Quebec at 27.1%.

Over thirty-nine per cent of the 1953 business went to theatres in Ontario, which also had 35.5% of the total seating capacity. Quebec theatres, with 24.4% of total seating capacity, obtained 25.2% of the total business. British Columbia had 9.5% of seating capacity and 10.1% of receipts while Alberta with 7.5% of the seats reported 7.6% of total business. All the other provinces had lesser percentages of receipts than of seating capacity.

The average admission price, excluding taxes, reached a new high of 42 cents in 1953 compared with 40 cents in 1952. Quebec ranked first with an average admission price of 46 cents while Newfoundland was the lowest with 33 cents. Calgary led all Canadian cities with an average admission price of

50 cents. The figures given in Table 3 for average admission price are based on receipts, excluding taxes. In order to show the average price paid by an individual for admission to a theatre, the following figures, based on total receipts including taxes, are presented:

Average Admission Price (Including Taxes)

Canada47¢
Newfoundland.....	.37¢
Prince Edward Island41¢
Nova Scotia40¢
New Brunswick40¢
Quebec53¢
Ontario47¢
Manitoba38¢
Saskatchewan.....	.41¢
Alberta49¢
British Columbia ¹49¢

1. Including Yukon and Northwest Territories.

The following table gives the principal statistics of motion picture theatres, by provinces and for selected cities for 1953. Separate figures are given for all cities in which four or more theatres were in operation.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1953

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Canada	1,906	978,162	100,889,361	12,760,235	241,182,726	818,625,591	29	42
Newfoundland	58	17,006	1,174,724	151,853	3,545,082	9,770,034	36	33
St. Johns	6	5,478	605,346	93,150	1,762,258	5,127,408	34	34
Other places	52	11,528	569,378	58,703	1,782,824	4,642,626	38	32
Prince Edward Island	12	4,734	347,294	60,169	993,850	2,961,661	34	35
Nova Scotia	84	43,470	4,177,407	466,147	11,745,207	36,548,719	32	36
Halifax	10	8,841	1,339,555	141,335	3,318,232	11,071,398	30	40
Sydney	5	3,627	392,790	45,796	1,172,016	2,937,532	40	34
Other places	69	31,002	2,445,062	279,016	7,254,959	22,539,789	32	34
New Brunswick	63	31,482	2,724,148	314,402	7,610,543	24,300,352	31	36
Moncton	4	3,420	454,597	61,216	1,109,716	3,280,320	34	41
Saint John	6	5,843	763,906	91,106	1,944,239	6,808,152	29	39
Other places	53	22,219	1,505,645	162,080	4,556,588	14,211,880	32	33
Quebec	436	238,123	25,405,212	3,804,026	55,615,636	204,965,671	27	46
Montreal	72	71,675	12,120,764	1,806,970	25,132,096	98,681,294	25	48
Verdun	4	3,780	575,641	91,128	1,259,541	4,834,466	26	46
Quebec	14	11,998	1,903,991	278,753	4,308,841	14,891,398	29	44
Hull	4	3,121	426,636	61,654	1,024,177	4,000,568	26	42
Joliette	4	2,801	140,047	14,238	285,683	954,920	30	49
Rouyn	5	2,646	258,346	39,021	540,244	2,587,156	21	48
Sherbrooke	5	4,289	521,036	78,240	1,062,496	4,187,235	25	49
Three Rivers	4	3,525	437,321	61,049	1,055,579	2,983,344	35	41
Other places	324	134,288	9,021,430	1,372,973	20,946,979	71,845,290	29	43

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1953 — Concluded

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Ontario	536	347,219	39,570,781	4,649,381	93,348,088	326,422,809	29	42
Toronto	110	94,480	12,317,919	1,511,843	26,348,245	94,316,982	28	47
Hamilton	23	19,929	2,425,748	272,533	5,393,436	18,921,240	29	45
Ottawa	19	17,402	2,414,455	282,355	6,027,513	20,718,746	29	40
Windsor	9	9,071	1,004,989	117,030	2,277,522	11,924,224	19	44
London	8	7,979	1,445,295	178,604	3,091,627	10,288,200	30	47
Kingston	4	3,862	523,336	59,249	1,255,127	5,462,808	23	42
Fort William	6	4,716	564,885	63,706	1,273,014	6,076,512	21	44
Port Arthur	4	3,627	487,887	55,960	1,057,685	5,348,304	20	46
St. Catharines	5	4,000	548,877	65,330	1,399,719	5,354,856	26	39
Sudbury	7	6,033	1,145,990	130,458	2,453,873	7,469,592	33	47
Brantford	5	4,940	525,757	59,571	1,253,898	6,112,782	21	42
Kitchener	5	4,777	646,922	75,079	1,644,766	5,126,680	32	39
Peterborough	4	3,441	489,318	54,837	1,216,293	4,783,584	25	40
Sarnia	4	3,663	372,415	42,068	888,941	3,527,184	25	42
Guelph	4	3,713	401,124	48,123	906,708	3,386,904	27	44
Oshawa	4	3,001	533,749	62,033	1,279,319	3,949,920	32	42
Sault Ste. Marie ...	4	3,274	563,241	64,888	1,366,247	4,583,488	30	41
Timmins	4	3,805	442,214	52,136	1,121,172	3,561,480	31	39
Owen Sound	4	2,418	243,486	27,435	607,116	1,845,168	33	40
Other places	303	143,088	12,473,174	1,426,143	32,485,867	103,664,155	31	38
Manitoba	154	63,868	5,030,045	550,154	14,569,081	46,123,562	32	35
Winnipeg	35	26,880	3,232,083	407,548	8,196,370	30,277,350	27	39
Other places	119	36,988	1,797,962	142,606	6,372,711	15,846,212	40	28
Saskatchewan	199	65,848	4,583,073	253,803	11,851,062	38,906,793	30	39
Saskatoon	7	5,793	809,268	55,166	2,061,982	8,498,100	24	39
Regina	7	6,095	939,918	71,375	2,187,517	7,620,730	29	43
Moose Jaw	4	2,596	319,423	33,751	869,146	3,147,008	28	37
Other places	181	51,364	2,514,464	93,511	6,732,417	19,640,955	34	37
Alberta	191	73,194	7,676,634	752,697	17,254,881	51,186,228	34	44
Edmonton	15	11,837	2,314,531	228,020	4,782,476	13,805,894	35	48
Calgary	14	10,735	2,065,922	221,009	4,155,197	13,726,414	30	50
Lethbridge	4	2,818	418,734	39,426	976,539	3,299,296	30	43
Other places	158	47,804	2,877,447	264,242	7,340,669	20,354,624	36	39
British Columbia³ ...	173	93,218	10,200,043	1,757,603	24,649,296	77,439,762	32	41
Vancouver	40	35,793	4,517,971	781,729	10,725,774	39,109,974	27	42
Victoria	7	7,145	1,003,201	175,739	2,279,061	8,649,264	26	44
New Westminster ..	5	3,424	489,370	85,759	1,212,826	3,879,096	31	40
Other places ³	121	46,856	4,189,501	714,376	10,431,635	25,801,428	40	40

1. Includes only those theatres located within the incorporated limits of the city.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Including Yukon and Northwest Territories.

Employment

There were 17,651 persons employed during the year 1953 in motion picture theatres, of which 1,516 were working proprietors and family members not receiving a regular salary and 385 salaried proprietors. The 15,750 paid employees, including working executives of incorporated companies, received \$20,018,413 in salaries and wages. Of the 15,750 paid employees 14,258 were engaged in the operation of theatres which were open 300 days or more during

the year and these received \$19,228,653 in salaries and wages. The projectionists and assistant projectionists numbered 2,156 and they received \$6,278,966 in salaries and wages. Part-time theatres, those operating less than 300 days during the year employed 1,492 persons who received salaries and wages amounting to \$789,760. Projectionists and assistant projectionists in these theatres numbered 434 and received salaries totalling \$345,855.

TABLE 4. Employment and Payroll, 1953

Period of operation and province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, all theatres	15,750	20,018,413	2,135	26	6,378,251	384	45	246,570	6,508	6,652	13,393,592
Full-time (operating 300 days and over):											
Canada	14,258	19,228,653	1,821	13	6,060,842	288	34	218,124	5,963	6,139	12,949,687
Newfoundland	153	188,258	26	—	48,576	8	—	7,478	61	58	132,204
Prince Edward Island	40	37,455	4	—	7,718	2	—	1,163	15	19	28,574
Nova Scotia	606	703,221	75	1	181,847	11	—	5,163	230	289	516,211
New Brunswick	448	454,512	61	—	131,022	1	1	810	147	238	322,680
Quebec	3,323	4,077,812	447	5	1,023,026	114	5	67,163	1,815	937	2,987,623
Ontario	6,073	8,282,859	671	3	2,755,345	48	2	37,265	2,617	2,732	5,490,249
Manitoba	888	1,033,039	103	—	314,563	37	5	44,956	258	485	673,520
Saskatchewan	611	761,311	79	—	232,167	35	12	27,374	207	278	501,770
Alberta	803	1,145,932	128	4	396,741	20	6	13,327	264	381	735,864
British Columbia ¹	1,313	2,544,254	227	—	969,837	12	3	13,425	349	722	1,560,992
Part-time (operating less than 300 days):											
Canada	1,492	789,760	314	13	317,409	96	11	28,446	545	513	443,905
Newfoundland	29	10,448	5	—	2,862	4	—	999	16	4	6,587
Prince Edward Island	5	1,662	1	—	650	3	—	862	1	—	150
Nova Scotia	55	24,595	10	—	10,562	5	—	2,314	24	16	11,719
New Brunswick	56	30,529	11	1	12,424	4	—	679	17	23	17,426
Quebec	340	208,561	71	5	57,759	18	4	6,655	160	82	144,147
Ontario	281	176,408	45	—	71,198	12	—	4,035	121	103	101,175
Manitoba	133	46,786	34	4	28,974	7	2	1,189	30	56	16,623
Saskatchewan	268	95,219	70	2	49,262	23	3	4,382	62	108	41,575
Alberta	186	120,388	39	1	53,533	9	2	2,744	76	59	64,111
British Columbia ¹	139	75,164	28	—	30,185	11	—	4,587	38	62	40,392

1. Including Yukon and Northwest Territories.

TABLE 5. Proprietors of Unincorporated Firms¹, 1953

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,901	280	105	705,392	936	580
Full-time (operating 300 days and over):						
Canada	877	185	54	619,846	411	227
Newfoundland	13	5	2	7,187	6	—
Prince Edward Island	7	1	—	1,128	4	2
Nova Scotia	20	2	—	3,004	11	7
New Brunswick	25	3	1	7,280	14	7
Quebec	266	55	18	168,102	124	69
Ontario	183	41	10	166,094	87	45
Manitoba	83	9	4	38,785	42	28
Saskatchewan	65	18	5	31,679	26	16
Alberta	141	37	9	142,319	65	30
British Columbia ²	74	14	5	54,268	32	23
Part-time (operating less than 300 days):						
Canada	1,024	95	51	85,546	525	353
Newfoundland	81	7	2	3,595	54	18
Prince Edward Island	14	1	1	1,475	8	4
Nova Scotia	21	2	1	792	11	7
New Brunswick	20	3	2	1,152	9	6
Quebec	227	33	18	23,117	105	71
Ontario	109	9	6	13,004	52	42
Manitoba	111	—	—	—	59	51
Saskatchewan	242	29	16	18,558	113	85
Alberta	133	7	4	18,193	73	49
British Columbia ²	66	4	1	5,660	41	20

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

Ownership

In 1953 circuits operating four or more theatres obtained 71% of total receipts and 68% of admissions, although they formed only 37% of Canada's 1,906 regular theatres. Circuits in the 20-and-over

class received 58% of the receipts and 54% of the admissions. There was little change in the amount of business attributed to each of the categories as compared with 1952.

TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1953

Year and number of establishments under same ownership	Number of establishments		Receipts (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
			\$			
1930						
Total	915	100.0	38,130,100	100.0	—	—
One.....	656	71.7	15,772,000	41.4	—	—
Two and three.....	92	10.1	6,390,200	16.7	—	—
Four and over	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One.....	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three.....	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen.....	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over.....	293	23.8	19,967,041	53.3	71,621,034	47.2
1953						
Total	1,906	100.0	100,889,361	100.0	241,182,726	100.0
One.....	960	50.4	19,837,775	19.7	53,728,294	22.3
Two and three.....	240	12.6	8,945,262	8.9	23,415,147	9.7
Four to nineteen.....	225	11.8	13,736,375	13.6	34,652,969	14.4
Twenty and over.....	481	25.2	58,369,949	57.8	129,386,316	53.6

Ninety per cent of the 1,906 theatres operating in 1953 used 35 mm. projection equipment and this group accounted for 99% of receipts. These 1,713 theatres had receipts of \$100,204,153 in 1953 compared with receipts of \$685,208 obtained by the 193 theatres which used 16 mm. equipment. In 1952

there were 1,671 theatres using 35 mm. equipment with receipts of \$98,322,322 and 172 theatres using 16 mm. equipment with receipts of \$529,027. The following table presents statistics of motion picture theatres by size of projection equipment and provinces for 1953.

TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1953

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35mm. equipment	16 mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
			\$	\$	\$	\$		
Canada	1,713	193	100,204,153	685,208	12,685,521	74,714	239,392,334	1,790,392
Newfoundland	27	31	1,106,917	67,807	148,706	3,147	3,352,523	192,559
Prince Edward Island	12	—	347,294	—	60,169	—	993,850	—
Nova Scotia	80	4	4,169,737	7,670	465,287	860	11,722,474	22,733
New Brunswick	60	3	2,721,179	2,969	314,204	198	7,602,162	8,381
Quebec	395	41	25,279,435	125,777	3,785,336	18,690	55,291,846	323,790
Ontario	498	38	39,429,121	141,660	4,632,591	16,790	92,954,766	393,322
Manitoba	143	11	5,006,348	23,697	548,186	1,968	14,499,328	69,753
Saskatchewan	177	22	4,521,442	61,631	253,803	—	11,701,796	149,266
Alberta	168	23	7,568,072	108,562	742,946	9,751	16,968,539	286,342
British Columbia ¹	153	20	10,054,608	145,435	1,734,293	23,310	24,305,050	344,246

1. Including Yukon and Northwest Territories.

PART 2. - DRIVE-IN THEATRES

The number of drive-in theatres increased from 104 in 1952 to 174 in 1953 while total car capacity increased by 47%. Receipts rose by almost 33% from \$4,409,426 in 1952 to \$5,862,920 in 1953. In the year under review there were 11,134,788 paid admissions compared with 8,379,586 the previous year while amusement taxes amounted to \$685,389 in 1953 compared with \$540,390 in 1952. Ontario's 68 drive-ins collected \$2,572,095 in receipts as well as \$323,516 in amusement taxes and accounted

for nearly 44% of paid admissions. A particular feature of 1953 was the increase in drive-in theatres in Canada's western provinces.

For Canada as a whole in 1953 there were 1,972 persons employed in drive-in theatres and salaries and wages amounted to \$1,432,636. Of the total employees, 194 were projectionists who received \$420,326 for their services. The steady growth of drive-in theatres is shown in the following table.

	1948	1949	1950	1951	1952	1953
Number of drive-in theatres..	15	30	62	82	104	174
Total capacity, cars	9,975	15,924	31,523	40,520	50,497	74,419
Receipts (excluding taxes) .. \$	658,641	1,393,760	2,290,679	3,347,670	4,409,426	5,862,920
Amusement taxes	131,124	245,094	300,028	406,611	540,390	685,389
Number of paid admissions	1,595,947	3,019,314	4,943,000	6,554,572	8,379,586	11,134,788

TABLE 8. Principal Statistics of Drive-In Theatres, by Provinces, 1953

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
				\$	\$	
Canada.....	174	74,419	1,870	5,862,920	685,389	11,134,788
Newfoundland	—	—	—	—	—	—
Prince Edward Island	2	1	1	1	1	1
Nova Scotia.....	4	1	1	1	1	1
New Brunswick.....	6	2,665	300	161,004	13,779	321,265
Quebec.....	—	—	—	—	—	—
Ontario.....	68	33,825	30	2,572,095	323,516	4,869,454
Manitoba	13	6,639	250	471,304	72,565	898,848
Saskatchewan	29	7,965	240	608,606	13,868	1,126,774
Alberta.....	29	11,397	263	936,026	83,207	1,700,689
British Columbia	23	9,508	772	923,772	160,265	1,859,196

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 9. Employment and Payroll, 1953

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Canada	1,972	1,432,636	179	—	412,991	14	1	7,335	1,132	646	1,012,310
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island.....	1	1	1	—	1	—	—	—	1	1	1
Nova Scotia.....	1	1	1	—	1	—	—	—	1	1	1
New Brunswick	42	24,173	6	—	5,798	—	—	—	21	15	18,375
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario.....	922	626,629	79	—	219,823	2	—	394	531	310	406,412
Manitoba.....	167	110,267	14	—	23,750	9	1	6,021	91	61	86,437
Saskatchewan	205	132,291	21	—	28,948	—	—	—	103	72	97,402
Alberta.....	321	225,639	29	—	46,821	1	—	90	209	82	178,728
British Columbia.....	247	275,061	25	—	82,647	2	—	830	139	81	191,584

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 3. - COMMUNITY ENTERPRISES

This title refers to community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches, etc. Although a regular admission is charged in these halls, they differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

In 1953 community enterprises showed an advance in terms of number of establishments, number of admissions and receipts. Receipts of \$1,851,685, exclusive of amusement taxes, were reported by 669 establishments, an increase of 8.7% over the

\$1,702,824 reported by 657 establishments in 1952. Amusement taxes collected in 1953 totalled \$105,057 compared with \$96,314 in 1952. Attendance at motion picture exhibition in these halls was 5,647,668 in 1953 and represented 36% utilization of potential capacity. The average admission price, excluding taxes, was 33 cents in 1953 compared with 32 cents in 1952. Two provinces, Quebec and Saskatchewan, accounted for over 60% of these community enterprises.

While 519 community enterprises used 16 mm. equipment compared with 150 using 35 mm. equipment, the latter group accounted for 55% of the receipts and 52% of the total admissions.

TABLE 10. Principal Statistics of Community Enterprises, by Provinces, 1953

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price ¹
			\$	\$			%	¢
Canada	669	151,650	1,851,685	105,057	5,647,668	15,791,168	36	33
Newfoundland	46	9,211	146,666	—	529,718	1,318,709	40	28
Prince Edward Island	2	3	3	—	3	3	3	3
Nova Scotia	4	738	3,665	251	10,755	22,064	49	34
New Brunswick	7	3	3	3	3	3	3	3
Quebec	218	65,022	584,743	76,187	1,843,132	5,829,276	32	32
Ontario	54	10,054	110,498	1,966	324,829	904,800	36	34
Manitoba	27	6,257	109,324	125	366,756	962,944	38	30
Saskatchewan	187	36,205	520,276	—	1,512,048	4,084,238	37	34
Alberta	80	15,369	197,563	16,422	588,797	1,740,735	34	34
British Columbia ²	44	7,034	160,165	8,751	408,489	803,812	51	39

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Including Yukon and Northwest Territories.

3. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 11. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1953

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
Canada	150	519	55.2	44.8	52.3	47.7
Newfoundland	4	42	44.5	55.5	41.1	58.9
Prince Edward Island	1	1	2	2	2	2
Nova Scotia	—	4	—	100.0	—	100.0
New Brunswick	1	6	2	2	2	2
Quebec	35	183	57.9	42.1	52.9	47.1
Ontario	2	52	26.4	73.6	19.1	80.9
Manitoba	22	5	80.8	19.2	81.5	18.5
Saskatchewan	57	130	63.0	37.0	59.7	40.3
Alberta	19	61	50.2	49.8	50.9	49.1
British Columbia ¹	9	35	42.8	57.2	45.9	54.1

1. Including Yukon and Northwest Territories.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 4. — HALLS SERVICED BY ITINERANT EXHIBITORS

In 1953 there were 154 itinerant exhibitors giving performances in 805 halls across the country compared with 158 operators in 812 halls in 1952. In this report the term "itinerant" is used to define those exhibitors using portable equipment and showing moving pictures in more than one town or village. Total receipts of these exhibitors, excluding amusement taxes, fell from \$495,584 in 1952 to \$468,562 in 1953 while the number of paid admissions declined from 1,487,420 to 1,381,655. On the other

hand the average admission price rose by one cent while amusement taxes increased from \$30,446 to \$31,859.

Halls serviced by itinerant operators are of particular importance in Newfoundland where 249 were reported in 1953 compared with 247 in 1952; receipts, however, declined from \$86,731 to \$70,357. For Canada as a whole, all the exhibitors used 16 mm. projection equipment with the exception of four who reported the use of 35 mm. projectors.

TABLE 12. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1953

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ¹
		\$	\$		¢
Canada	805	468,562	31,859	1,381,655	34
Newfoundland	249	70,357	1,790	201,278	35
Prince Edward Island	6	2	2	2	2
Nova Scotia	51	21,114	2,828	74,676	28
New Brunswick	2	2	2	2	2
Quebec	70	25,761	3,555	75,113	34
Ontario	176	96,047	10,346	293,355	33
Manitoba	40	25,633	1,177	98,341	26
Saskatchewan	108	109,261	—	313,776	35
Alberta	73	80,082	6,399	210,415	38
British Columbia	30	31,275	4,677	86,182	36

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART 5. — FILM EXCHANGES

In 1953 film exchange companies handled a volume of business amounting to \$35,446,293 which represented a 4.3% increase over the \$33,979,599 handled in 1952. There was an increase in film rentals from \$32,911,042 in 1952 to \$34,436,609 in 1953 but in the same period advertising receipts dropped from \$567,144 to \$533,977 and receipts from other sources decreased from \$501,413 to \$475,707.

Of the total film rental receipts of \$34,436,609, 83.8% or \$28,871,729 represented 35 mm. films for theatrical use. The value of 16 mm. film rentals for theatrical use was \$2,022,112.

New films of all types released during 1953 numbered 3,521, of which 2,983 were for theatrical use on a commercial basis. Table 15 shows the classification of new films by type, size and language.

Segregation of the 1,289 new feature films released in 1953 as to country of origin was as follows:

United States	779
France	290
Great Britain	147
Canada	2
Italy	41
Other countries	30
Total new feature films	1,289

Other countries involved such widely-separated geographical regions as Hungary, U.S.S.R., Germany, Czechoslovakia, Sweden, Spain, Australia and India. Of the total new features released, 981 were in black and white while 308 were produced in colour.

TABLE 13. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1953

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
					\$	\$	\$	\$	\$
1934	—	60	344	230	923,400		7,370,200 ¹	2	2
1940	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1951	33	123	1,120		3,071,545		29,225,867	551,048	341,798
1952	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413
1953	33	124	584	648	2,332,606	1,208,070	34,436,609	533,977	475,707

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 14. Film Rental Receipts by Use and Size of Film, 1953

	Theatrical Use	Non-Theatrical Use	Total — All Uses
	\$	\$	\$
35 mm. Films	28,871,729	3,153,636	32,025,365
16 mm. Films	2,022,112	389,132	2,411,244
Total Films	30,893,841	3,542,768	34,436,609

TABLE 15. Type, Size and Language of New Films Released, 1953

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16 mm.	1,822	1,597	179	46
35 mm.	1,699	1,297	363	39
Features:				
16 mm.	513	358	124	31
35 mm.	776	489	251	36
Short Subjects:				
Cartoons:				
16 mm.	271	260	7	4
35 mm.	184	177	4	3
Newsreels:				
16 mm.	162	162	—	—
35 mm.	468	364	104	—
Other:				
16 mm.	876	817	48	11
35 mm.	271	267	4	—

PART 6. - NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through information films, the National Film Board co-ordinates the film activities of federal government departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries, commercial theatres

and television outlets in Canada. The Board also distributes its own and sponsored productions internationally through Canadian Posts, educational institutions and theatrical and television outlets abroad. Through the courtesy of the Board, the following summary of operations during the fiscal year 1953-54 is presented.

Production

During 1953-54, production activities resulted in the completion of 181 films of one reel or more and thirty-two filmstrips. In addition, the Board produced six newsclips, five trailers and fifty-nine newsreel stories. Of the 181 films produced during the year, seventy-nine were originals, forty-four were revisions of existing films and fifty-eight were language versions. Sixty of the completed films were French language films, 109 were English and twelve were foreign language productions. Twenty-one of the films were produced in colour.

In addition to the Board's own productions, twenty films were produced by private firms on contract with the board.

Twenty-one of the completed films were sponsored by federal government departments.

National Film Board films won a total of eighteen awards during the year, thirteen international awards and five Canadian.

Theatrical & Television Distribution in Canada

Forty-four films were produced for theatrical distribution during 1953-54. This total included the "Canada Carries On" and "Eye Witness" series which are one reel shorts released monthly to Canadian theatres. French language versions of these titles are released under the titles "En Avant Canada" and "Coup d'Oeil".

Also produced for theatrical distribution was "The Stratford Adventure", a feature film on the Stratford Shakespearean Festival.

During the year NFB films had 11,438 theatrical bookings and were shown for a total of 27,461 days.

In addition, 246 films were booked 797 times for television use.

Twenty-seven original films were produced for the television series "On the Spot", a fifteen-minute weekly show. Thirteen French programs were completed for "Sur le Vif", the French language counterpart of "On the Spot".

The Board's second television show "Window on Canada" was a weekly half-hour show, presenting NFB films with introduction and commentary by film critic Clyde Gilmour. The corresponding French language series was entitled "Regards sur le Canada".

Non-Theatrical Distribution in Canada

The Board maintains regional offices in each of the provinces and sub-offices in many of the larger cities. Non-theatrical distribution is administered by a Canadian field staff numbering sixty-one persons, representing the NFB in all parts of Canada. The field men work through provincial agencies, municipal libraries and many other organizations to promote distribution as widely as possible throughout Canada.

During the period 1953-54, the Board reached a Canadian non-theatrical audience of 14,084,000 at 200,900 showings. This marked an increase over the previous year of 6.3 per cent in attendance and 9.7 per cent in number of showings. These figures do not include screenings of films purchased by business establishments and public and private organizations for their own use.

Of the total non-theatrical audience of more than fourteen million, over 10½ million was reached through borrowings from National, Provincial and local libraries and depots. By the end of March, 1954 there was a total of 391 libraries and depots. The facilities of these libraries are extended by film councils which are associations of film using groups. At the end of March, there were 419 film councils, representing 10,478 film using groups.

A large part of the non-theatrical audience is achieved through film circuits which are chains of showing points where planned film programmes are distributed on a voluntary basis. There were 423 circuits in operation during the year, embracing 5,476 showing points.

Service to Schools

Through the co-operation of provincial departments of education and universities, NFB films and filmstrips are distributed extensively to rural and urban schools. During the year, a total of 86,800 school showings were held to a total audience of 6,285,000. Over half the showings took place in rural schools.

Filmstrips are of particular value in educational work and during the year, the Board sold 13,357 filmstrips in Canada, almost all of them to educational organizations.

International Distribution

A large part of the NFB's non-theatrical audience lies outside of Canada. During the year, a total audience of 13,689,700 in other countries saw NFB films. This audience was reached through foreign posts of the Department of External Affairs and the Department of Trade and Commerce; through cultural and government agencies in other countries and through film libraries. There was also a very large

unreported audience who saw prints of films which had been purchased by libraries and organizations.

The Board's films also reach a large theatrical audience abroad. During the year, there were 21,505 bookings of NFB films abroad. In addition there were 2,019 telecasts of NFB films in other countries, mainly in the U.S.A.



CANADA

MOTION PICTURE THEATRES,
(EXHIBITORS AND) DISTRIBUTORS
1954

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**— The Primary Industries, including mining, forestry and fisheries; **Volume II**— Manufacturing; **Volume III**— Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I— Wholesale Statistics

- A— Wholesale Trade, 25¢
- *B— Operating Results of Food Wholesalers, 25¢
- *C— Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- *D— 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II— Retail Statistics

- E— General Review — (Discontinued)
- F— Retail Trade, 50¢
- G— Retail Chain Stores, 50¢
- *H— Operating Results of Food Store Chains, 25¢
- *I— Operating Results of Clothing Store Chains, 25¢
- *J— 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Stores Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- K— Operating Results of Independent Food Stores, 25¢
- L— Operating Results of Independent Clothing Stores, 25¢
- M— Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- N— Operating Results of Filling Stations & Garages, 25¢
- O— 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P— Retail Consumer Credit, 25¢

Part III— Services and Special Fields

- Q— Laundries, Cleaners and Dyers, 25¢
- R— Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S— Hotels, 25¢
- T— Sales Financing, 25¢
- U— Farm Implement and Equipment Sales, 25¢
- V— New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W— Advertising Agencies (Memorandum), 10¢
- X— Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

*Biennial reports— not issued for 1954.

TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition	R-5
Graphic Review of Motion Picture Statistics	R-6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included but, beginning with 1950, data on this type of exhibition are presented in a separate section.

Text and Tables 1 to 8	R-7
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PART 2. Drive-in Theatres

Statistics for this recent and expanding type of motion picture exhibition are not included with figures for regular motion picture theatres.

Text and Tables 9 and 10	R-12
--------------------------------	------

PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged.

Text and Tables 11 and 12	R-13
---------------------------------	------

PART 4. Halls serviced by Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 13	R-14
-------------------------	------

PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 14 to 16	R-15
--------------------------------	------

PART 6. National Film Board Activities	R-16
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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS

1954

Apart from an increase of 32 in the number of regular theatres in operation, the only statistics in the following table which show a general increase are those relating to drive-in theatres. There were 56 more drive-in theatres in Canada in 1954 than in the previous year. Receipts, excluding taxes, at drive-in theatres increased from \$5,862,920 in 1953 and paid admissions increased from 11,134,788.

For Canada as a whole, the number of all types of theatres and halls was down 83. Receipts, excluding taxes, were down 3.3%, attendance was

down 8.5%. Most of the decrease in receipts was due to a decrease in paid admissions at regular theatres. These fell from 241,182,726 in 1953 and receipts fell from \$100,889,361. A decrease of 147 occurred in the number of halls serviced by itinerant operators and receipts and paid admissions fell from \$468,562 and 1,381,655 respectively.

Considerable information on the operation of the four types of motion picture entertainment and on film distribution is contained in this report. There is also a section on the activities of the National Film Board.

Summary of Motion Picture Theatre Exhibition in Canada, 1954

Item	Total all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,471	1,938	230	645	658
Receipts (excluding taxes)..... \$	105,515,563	97,012,140	6,316,947	1,800,794	385,682
Amusement taxes	\$ 12,975,256	12,098,922	721,630	128,515	26,189
Number of paid admissions	237,264,894	218,508,653	12,380,246	5,269,925	1,106,070

The per capita expenditure on motion pictures dropped slightly. Alberta and British Columbia continued to head the list.

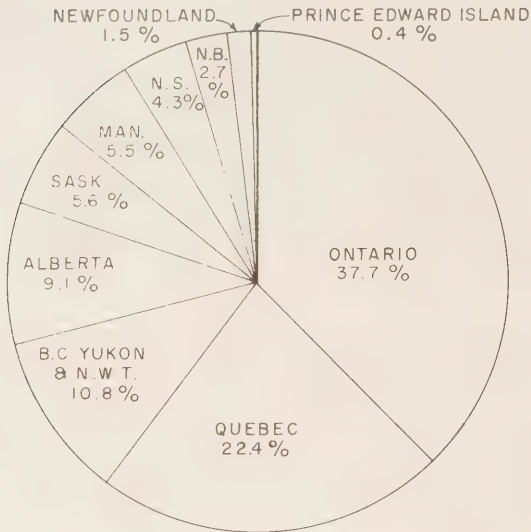
**Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces,
for Selected Years**

Province	1943	1946	1949	1950	1951	1952	1953	1954
	\$	\$	\$	\$	\$	\$	\$	\$
Canada.....	5.61	6.15	6.89	7.12	7.72	8.21	8.30	7.80
Newfoundland	—	—	2.69	2.93	3.82	3.90	4.03	4.43
Prince Edward Island	3.35	3.17	3.82	3.79	3.94	4.01	4.06	4.82
Nova Scotia.....	6.68	6.44	5.38	5.57	6.08	6.51	7.35	7.52
New Brunswick.....	4.53	4.79	4.44	4.40	4.99	5.52	6.02	5.86
Quebec.....	4.21	4.73	5.74	6.20	6.51	6.99	7.00	6.04
Ontario.....	6.97	7.56	8.94	9.11	9.80	10.06	9.67	8.85
Manitoba	4.81	5.88	6.20	6.20	7.01	7.31	7.74	7.81
Saskatchewan.....	3.31	4.39	4.67	4.84	5.61	6.76	7.07	7.63
Alberta.....	5.27	5.88	6.77	7.18	7.79	8.87	9.73	10.39
British Columbia ²	8.29	8.10	8.59	8.47	9.29	9.94	10.56	10.13

1. Based on total receipts of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

2. Including Yukon and Northwest Territories.

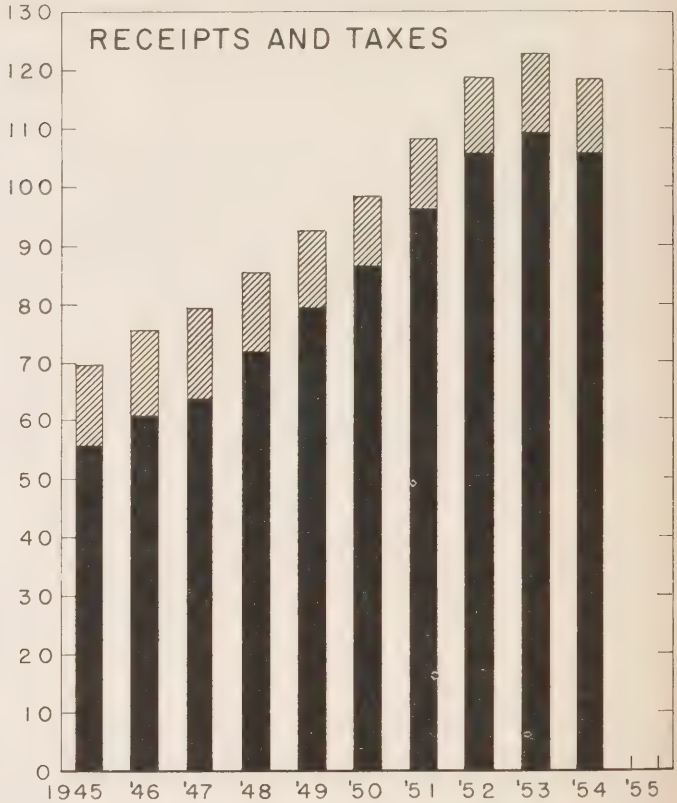
GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURES
ON MOTION PICTURES, 1954

TOTAL \$ 118,490,819

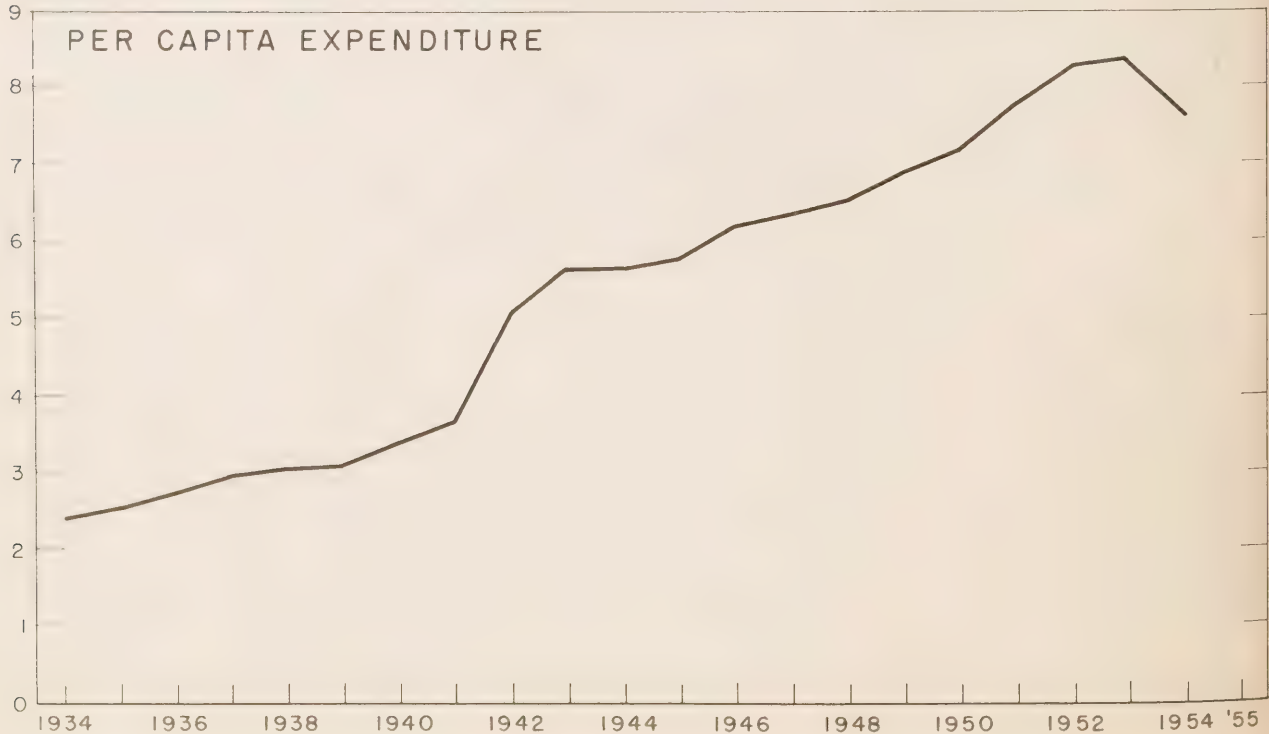
MILLION DOLLARS

RECEIPTS AND TAXES



DOLLARS

PER CAPITA EXPENDITURE



PART I— MOTION PICTURE THEATRES, 1954

This part deals specifically with regular motion picture theatres, and provincial and city detail is furnished in tables.

Data with respect to regular theatres, introduced in the first summary table presented, are broken down in Tables 1 and 2 to show provincial detail. Employment and payroll information is added. There was an increase of 208 male employees compared with 1953 and a decrease of 190 female employees. Total salaries and wages increased by \$135,924 in 1954 over the 1953 figure.

Ontario had 15 less theatres in operation. Newfoundland made a gain of 9, Quebec gained 15, New Brunswick lost one, Alberta gained 10, and the

other provinces made small gains or the number of theatres remained unchanged.

Provincial changes in receipts ranged from an increase of 14.5% in Prince Edward Island to a decrease of 11.4% in Quebec. New Brunswick, the central provinces and British Columbia showed decreases, while the remaining provinces had increased receipts at regular theatres. The largest decrease in paid admissions occurred in Ontario, where these were 11,159,664 less than in 1953. Quebec followed with 8,873,405 less and British Columbia had 1,749,718 less. The largest increase in attendance was in Alberta, where slightly under 700,000 more admissions were sold in 1954 than in 1953.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1954

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada.....	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
Newfoundland	67	1,301,452	217,255	3,540,090	134	65	221,622
Prince Edward Island	14	397,529	67,871	1,011,358	28	21	47,171
Nova Scotia.....	84	4,283,840	471,650	11,331,485	381	339	793,069
New Brunswick.....	62	2,675,844	303,789	7,100,849	257	247	493,370
Quebec.....	451	22,506,182	3,352,526	46,742,231	2,454	1,047	4,204,372
Ontario.....	521	37,269,532	4,403,305	82,188,424	3,632	2,651	8,334,346
Manitoba	154	5,169,144	592,873	13,581,368	502	513	1,076,863
Saskatchewan.....	206	5,053,250	308,416	12,166,221	512	397	879,420
Alberta.....	201	8,464,959	814,584	17,947,049	565	498	1,393,868
British Columbia ¹	178	9,890,408	1,566,653	22,899,578	770	755	2,710,236

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1948 to 1954

(Excluding amusement taxes)

Province	1948	1949	1950	1951	1952	1953	1954
	\$	\$	\$	\$	\$	\$	\$
Canada.....	69,657,248	77,419,472	82,707,762	90,986,110	98,851,349	100,889,361	97,012,140
Newfoundland	—	820,107	863,734	1,098,611	1,150,686	1,174,724	1,301,452
Prince Edward Island	281,995	280,631	286,334	313,090	336,700	347,294	397,529
Nova Scotia.....	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920	4,177,407	4,283,840
New Brunswick.....	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474	2,724,148	2,675,844
Quebec.....	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302	25,405,212	22,506,182
Ontario.....	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904	39,570,781	37,269,532
Manitoba	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497	5,030,045	5,169,144
Saskatchewan.....	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432	4,563,073	5,053,250
Alberta.....	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291	7,676,634	8,464,959
British Columbia ¹	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143	10,200,043	9,890,408

Note. Prior to 1949 receipts from community enterprises were included here.

1. Including Yukon and Northwest Territories.

Changes in seating capacity during 1954 were negligible, being less than 1% of the total for Canada. Potential capacity, which is the sum of the number of seats in each theatre multiplied by the number of performances, was down about one-half of one percent. For Canada, utilized capacity was down 2% and the trend was approximately the same in each province. Generally, the trend in cities was downward, Saint John, N.B., Lethbridge, Alberta, and Victoria, B.C. being exceptions and showing a slight increase in utilized capacity. The cities shown in Table 3 had four or more theatres in operation.

Receipts in Ontario, Alberta and British Columbia accounted for approximately 38%, 9% and 11% respectively of total receipts for Canada. In each case the ratio of seating capacity in the province to the total for Canada was somewhat less than the ratio of receipts to total receipts for Canada. In the remaining provinces the opposite was the case.

Quebec receipts amounted to about 22% while seating capacity was about 25%. Finally, the last column of Table 3 indicates admission prices have increased 2 or 3 cents over the year and the summary immediately below shows the figure including taxes.

Average Admission Price (Including Taxes)

Canada	50¢
Newfoundland	43¢
Prince Edward Island	46¢
Nova Scotia	42¢
New Brunswick	42¢
Quebec	55¢
Ontario	51¢
Manitoba	42¢
Saskatchewan	44¢
Alberta	52¢
British Columbia	50¢
Yukon & Northwest Territories	72¢

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1954

Province and city	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Canada	1,938	984,907	97,012,140	12,098,922	218,508,653	814,499,074	27	44
Newfoundland	67	17,872	1,301,452	217,253	3,540,090	10,981,718	32	37
Prince Edward Island..	14	5,531	397,529	67,871	1,011,358	3,186,499	32	39
Nova Scotia	84	43,636	4,283,840	471,650	11,331,485	37,601,629	30	38
Halifax	10	8,841	1,437,638	153,650	3,267,419	11,071,398	30	44
Sydney	5	3,627	410,520	48,564	1,076,278	2,937,532	37	38
Other places	69	31,168	2,435,682	269,436	6,987,788	23,592,699	30	35
New Brunswick	62	30,140	2,675,844	303,789	7,100,849	23,292,718	30	38
Saint John	6	5,843	713,447	86,506	1,814,897	5,924,568	31	39
Other places	56	24,297	1,962,397	217,283	5,285,952	17,368,150	30	37
Quebec	451	242,881	22,506,182	3,352,526	46,742,231	205,413,214	23	48
Montreal	73	71,953	10,156,041	1,498,520	19,701,790	96,636,481	20	52
Quebec	14	11,998	1,898,985	276,491	3,918,411	17,138,758	23	48
Rouyn	5	2,646	272,495	39,573	530,350	2,584,608	21	51
Sherbrooke	5	4,276	510,366	76,855	892,749	4,173,663	21	57
Hull	4	3,071	343,147	52,189	748,648	3,927,768	19	46
Three Rivers	4	3,525	409,153	56,771	922,509	3,147,768	29	44
Verdun	4	3,780	458,688	72,744	904,266	4,834,466	19	51
Other places	342	141,632	8,457,307	1,279,383	19,123,508	72,969,702	26	44
Ontario	521	341,701	37,269,532	4,403,305	82,188,424	317,038,383	26	45
Toronto	106	91,653	11,719,479	1,446,404	22,972,208	90,914,811	25	51
Hamilton	23	19,741	2,173,281	237,593	4,362,168	18,248,576	24	50
Ottawa	19	17,145	2,243,850	261,251	5,190,468	19,401,135	27	43

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1954 — Concluded

Province and city	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Ontario — Concluded.								
Windsor.....	9	8,717	862,384	102,423	1,935,114	10,275,504	19	45
London.....	8	8,012	1,229,930	155,901	2,405,308	10,336,092	23	51
Sudbury.....	7	6,033	1,056,958	125,337	2,038,834	7,430,592	27	52
Fort William.....	6	4,716	553,146	62,651	1,121,212	6,059,352	19	49
Brantford.....	5	4,940	461,547	53,909	1,017,075	6,041,412	17	45
Kitchener.....	5	4,777	642,903	74,407	1,475,339	5,126,680	29	44
St. Catharines.....	5	4,008	492,740	56,698	1,191,177	5,364,840	22	41
Kingston.....	4	3,862	495,307	57,422	1,117,671	5,462,808	20	44
Oshawa.....	4	3,159	489,315	57,570	1,073,343	3,721,200	29	46
Owen Sound.....	4	2,418	264,200	30,958	601,054	1,845,168	33	44
Peterborough.....	4	3,441	489,920	55,701	1,119,245	4,783,584	23	44
Sault Ste. Marie.....	4	3,274	583,818	69,492	1,310,327	4,583,438	29	45
Other places.....	308	155,805	13,510,754	1,555,588	33,257,881	117,443,141	28	41
Manitoba.....								
Winnipeg.....	35	26,778	3,321,461	434,793	7,770,850	31,143,594	25	43
Other places.....	119	37,496	1,847,683	158,080	5,810,518	16,042,276	36	32
Saskatchewan.....								
Regina.....	7	6,095	1,070,289	86,104	2,342,613	8,056,880	29	46
Saskatoon.....	6	6,193	912,323	68,012	2,013,171	8,123,700	25	45
Other places.....	193	56,924	3,070,638	154,300	7,810,437	23,833,170	33	39
Alberta.....								
Edmonton.....	16	12,980	2,540,577	238,521	5,006,476	15,063,880	33	51
Calgary.....	14	10,933	2,303,135	241,687	4,145,061	13,965,060	30	56
Lethbridge.....	4	2,818	465,475	46,660	1,031,792	3,299,296	31	45
Other places.....	167	51,287	3,155,772	287,716	7,763,720	22,063,130	35	41
British Columbia³.....								
Vancouver.....	37	34,338	4,295,479	703,421	9,710,383	37,660,688	26	44
Victoria.....	7	7,145	1,024,920	165,754	2,089,942	7,873,696	27	49
New Westminster.....	5	3,424	451,911	74,294	1,047,579	3,879,096	27	43
Other places.....	123	46,377	3,961,700	611,463	9,817,270	25,556,131	38	40
Yukon & Northwest Territories.....	6	1,358	156,398	11,721	234,404	424,316	55	67

1. Includes only those theatres located within the incorporated limits of the city.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Including Yukon and Northwest Territories.

Employment

Tables 4 and 5 give information relative to employment, payrolls and proprietors. Generally, the statistics of theatres operating 300 days and over indicate an increase in salaries paid and an increase in total employees. A smaller number of

projectionists was hired. With respect to theatres operating less than 300 days, salaries paid fell slightly as did the number of employees including projectionists. The net result was an increase in employment and salaries paid.

TABLE 4. Employment and Payroll, 1954

Period of operation and province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, all theaters	15,768	20,154,337	2,107	20	5,543,748	318	8	182,193	6,810	6,505	13,428,396
Full-time (Operating 300 days and over)											
Canada	14,386	19,387,799	1,809	11	6,208,942	220	3	157,135	6,329	6,014	13,021,722
Newfoundland	172	210,616	32	—	65,498	12	—	5,269	67	61	139,849
Prince Edward Island	41	40,742	6	—	9,602	2	—	1,153	15	18	29,987
Nova Scotia	670	770,462	78	—	198,191	11	—	38,489	257	324	533,782
New Brunswick	454	468,649	60	—	140,636	8	—	7,277	161	225	320,736
Quebec	3,292	4,091,989	448	5	1,039,885	102	—	69,093	1,738	999	2,983,011
Ontario	5,986	8,093,924	645	1	2,728,037	29	1	12,691	2,777	2,533	5,353,196
Manitoba	862	1,008,349	107	—	328,344	19	—	9,150	295	441	670,855
Saskatchewan	634	782,004	87	1	260,565	16	1	5,028	240	289	516,411
Alberta	879	1,305,916	133	3	438,934	11	1	4,313	316	415	862,669
British Columbia ¹	1,396	2,615,148	213	1	999,250	10	—	4,672	463	709	1,611,226
Part time (operating less than 300 days)											
Canada	1,382	766,538	298	9	334,806	98	5	25,058	481	491	406,674
Newfoundland	27	11,006	6	—	3,920	6	—	990	11	4	6,096
Prince Edward Island	8	6,429	2	—	3,172	1	—	260	2	3	2,997
Nova Scotia	50	22,607	12	—	11,905	4	—	1,444	19	15	9,258
New Brunswick	50	24,721	11	—	10,446	3	—	563	14	22	13,712
Quebec	209	112,383	60	4	56,749	22	—	4,229	84	39	51,405
Ontario	297	240,422	48	1	91,695	10	3	3,717	123	112	145,010
Manitoba	153	68,514	35	—	31,685	7	1	1,468	39	71	35,361
Saskatchewan	275	97,416	65	—	45,841	24	—	4,778	80	106	46,797
Alberta	184	87,952	36	2	39,932	6	1	1,504	63	76	46,516
British Columbia ¹	129	95,088	23	2	39,461	15	—	6,105	46	43	49,522

1. Including Yukon and Northwest Territories.

TABLE 5. Proprietors of Unincorporated Firms¹, 1954

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,971	282	101	736,148	1,000	588
Full-time (operating 300 days and over)						
Canada	877	186	56	657,669	413	222
Newfoundland	20	4	—	12,900	13	3
Prince Edward Island	6	—	—	—	5	1
Nova Scotia	31	3	1	3,109	16	11
New Brunswick	27	2	1	5,450	15	9
Quebec	243	56	14	178,293	109	64
Ontario	180	52	15	210,287	79	34
Manitoba	73	8	2	41,533	39	24
Saskatchewan	73	13	4	38,647	33	23
Alberta	151	36	11	105,224	71	33
British Columbia ²	73	12	8	62,226	33	20
Part-time (operating less than 300 days)						
Canada	1,094	96	45	78,479	587	366
Newfoundland	83	4	2	2,062	56	21
Prince Edward Island	15	2	—	200	11	2
Nova Scotia	24	3	2	6,180	15	4
New Brunswick	14	5	1	2,770	5	3
Quebec	250	36	21	19,604	126	67
Ontario	113	8	6	5,121	58	41
Manitoba	143	7	3	7,653	76	57
Saskatchewan	244	19	3	12,395	127	95
Alberta	147	7	6	12,166	81	53
British Columbia ²	61	5	1	10,328	32	23

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

Ownership

Table 6 shows how establishments were grouped under one ownership. There were 425 theatres owned by firms operating 20 theatres and over. This group consisted of 481 theatres last year. The

number of theatres operated by the four-to-nineteen group increased from 225 to 281 over the year. The change occurred as a result of the disposal of theatres by firms operating 20 to 25 theatres in 1953.

TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under One Ownership, Canada 1930, 1940, 1954

Year and number of establishments under one ownership	Number of establishments		Receipts (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
1930						
Total	915	100.0	\$ 38,130,100	100.0	—	—
One.....	656	71.7	15,772,000	41.4	—	—
Two and three.....	92	10.1	6,390,200	16.7	—	—
Four and over.....	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One.....	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three.....	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen.....	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over.....	293	23.8	19,967,041	53.3	71,621,034	47.2
1954						
Total	1,938	100.0	97,012,140	100.0	218,508,653	100.0
One.....	980	50.6	18,618,283	19.2	48,557,709	22.2
Two and three.....	252	13.0	9,439,309	9.7	22,241,679	10.2
Four to nineteen.....	281	14.5	15,899,539	16.4	37,883,055	17.3
Twenty and over.....	425	21.9	53,055,009	54.7	109,826,210	50.3

The increase in number of theatres was about equally divided between those using 35 mm equipment and those using 16 mm equipment. About 89% of the theatres used 35 mm equipment and accounted for approximately 99% of total receipts. In 1953,

1713 theatres used 35 mm equipment, 193 used 16 mm equipment, receipts were \$100,204,153, and \$685,208 respectively and admissions were 239,392,334 and 1,790,392 respectively.

TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1954

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
Canada.....	1,728	210	\$ 96,348,078	\$ 664,062	\$ 12,027,341	\$ 71,581	216,821,948	1,686,705
Newfoundland	26	41	1,222,623	78,829	212,532	4,723	3,327,220	212,870
Prince Edward Island...	14	—	397,529	—	67,871	—	1,011,358	—
Nova Scotia.....	80	4	4,277,121	6,719	470,782	868	11,312,573	18,912
New Brunswick.....	59	3	2,672,884	2,960	303,541	248	7,089,736	11,113
Quebec.....	403	48	22,378,651	127,531	3,334,747	17,779	46,408,776	333,455
Ontario.....	490	31	37,163,233	106,299	4,391,645	11,660	81,893,602	294,822
Manitoba.....	140	14	5,142,283	26,861	590,259	2,614	13,503,345	78,023
Saskatchewan	186	20	5,000,450	52,800	308,416	—	12,021,596	144,625
Alberta.....	178	23	8,353,770	111,189	803,843	10,741	17,666,398	280,651
British Columbia ¹	152	26	9,739,534	150,874	1,543,705	22,948	22,587,344	312,234

1. Including Yukon and Northwest Territories.

TABLE 8. Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1954

Province	New theatres	Theatres re-opened	Theatres closed	Net increase
Canada	96	13	77	+ 32
Newfoundland	17	—	8	+ 9
Prince Edward Island.....	2	—	—	+ 2
Nova Scotia.....	1	—	1	0
New Brunswick.....	3	—	4	- 1
Quebec.....	27	4	16	+ 15
Ontario.....	5	4	24	- 15
Manitoba.....	6	—	6	0
Saskatchewan	11	2	6	+ 7
Alberta.....	14	2	6	+ 10
British Columbia ¹	10	1	6	+ 5

1. Including Yukon and Northwest Territories.

PART II—DRIVE-IN THEATRES

The number of drive-in theatres in Canada increased by 56 in 1954. Car capacity increased about 25% and receipts increased about 8%. The number of paid admissions was up approximately one and a quarter million. The Province of Ontario accounted for nearly 38% of total admissions and over 39% of total receipts. Drive-in business continued to increase rapidly in the western provinces, while it fell off slightly in Ontario.

Generally, an increase in employment and pay-rolls took place across Canada, the Province of Manitoba being one exception to this trend. Some account of the growth in drive-in theatres is shown in the table following and Tables 9 and 10 give more information by provinces.

	1949	1950	1951	1952	1953	1954
Number of drive-in theatres.....	30	62	82	104	174	230
Total capacity, cars.....	15,924	31,523	40,520	50,497	74,419	93,214
Receipts (excluding taxes)..... \$	1,393,760	2,290,679	3,347,670	4,409,426	5,862,920	6,316,947
Amusement taxes	\$ 245,094	300,028	406,611	540,390	685,389	721,630
Number of paid admissions.....	3,019,314	4,943,000	6,554,572	8,379,586	11,134,788	12,380,246

TABLE 9. Principal Statistics of Drive-In Theatres, by Provinces, 1954

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
Canada	230	93,214	1,859	\$ 6,316,947	\$ 721,630	12,380,246
Newfoundland	—	—	—	—	—	—
Prince Edward Island.....	2	1	1	1	1	1
Nova Scotia.....	10	3,341	—	255,233	24,818	480,609
New Brunswick.....	10	1	1	1	1	1
Quebec.....	—	—	—	—	—	—
Ontario.....	82	39,120	260	2,495,073	321,373	4,687,519
Manitoba.....	14	6,962	—	501,864	74,661	857,187
Saskatchewan	36	10,332	253	719,590	20,023	2,001,458
Alberta.....	39	14,703	323	1,122,909	98,844	1,885,524
British Columbia.....	37	14,232	723	1,017,341	154,532	2,045,167

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 10. Employment and Payroll, 1954

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
Canada	2, 182	\$ 1, 629, 400	207	1	\$ 496, 350	10	—	\$ 8, 513	1, 255	709	\$ 1, 124, 532
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	1	1	1	1	1	1	—	1	1	1	1
Nova Scotia	90	53, 774	8	—	8, 830	1	—	450	51	30	44, 494
New Brunswick	1	1	1	—	1	1	—	1	1	1	1
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	932	640, 462	84	1	237, 500	1	—	1, 870	557	289	401, 092
Manitoba	146	104, 608	14	—	30, 158	1	—	166	77	54	74, 284
Saskatchewan	239	167, 068	25	—	41, 334	—	—	—	122	92	125, 734
Alberta	377	284, 733	35	—	67, 062	1	—	552	233	108	217, 119
British Columbia	313	339, 252	31	—	103, 319	3	—	4, 321	161	118	231, 612

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART III—COMMUNITY ENTERPRISES

This title refers to community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches, etc. Although a regular admission is charged, these halls differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

With the exception of amusement taxes paid and average admission price, all statistics relative to community enterprises in Canada decreased in 1954.

For Canada the total establishments were down 24 and, although an increase took place in some provinces, a decrease of 42 in Ontario and Quebec was not offset entirely. The comparable figure for amusement taxes in 1953 was \$105,057. Average admission price was 33 cents in 1953. Other figures from the previous year, useful for making comparisons, are receipts, excluding taxes, \$1,851,685, number of paid admissions 5,647,668, average capacity utilized 36%. Tables 11 and 12 contain additional data by provinces.

TABLE 11. Principal Statistics of Community Enterprises, by Provinces, 1954

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ¹
			\$	\$			%	c
Canada	645	144, 172	1, 800, 794	128, 515	5, 269, 925	15, 022, 096	35	34
Newfoundland	48	9, 414	174, 115	6, 220	525, 857	1, 343, 221	39	33
Prince Edward Island	6	1, 396	8, 849	—	28, 156	110, 484	25	31
Nova Scotia	3	598	4, 595	228	12, 099	35, 012	35	38
New Brunswick	7	1, 225	13, 349	1, 213	44, 553	84, 400	53	30
Quebec	188	55, 933	559, 875	84, 055	1, 671, 857	5, 558, 979	30	33
Ontario	42	8, 801	82, 861	1, 865	229, 270	565, 940	34	36
Manitoba	30	6, 891	102, 346	272	340, 248	1, 016, 108	33	30
Saskatchewan	193	37, 260	497, 447	2, 004	1, 449, 876	3, 923, 228	37	34
Alberta	79	14, 579	192, 191	15, 998	547, 782	1, 395, 930	39	35
British Columbia ²	49	8, 075	165, 166	16, 660	420, 227	888, 794	47	39

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Including Yukon and Northwest Territories.

TABLE 12. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1954

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
Canada	152	493	57.0	43.0	55.2	44.8
Newfoundland	4	44	61.8	38.2	61.4	38.6
Prince Edward Island	4	2	2	2	2	2
Nova Scotia	1	2	2	2	2	2
New Brunswick	1	6	2	2	2	2
Quebec	34	154	61.2	38.8	57.7	42.3
Ontario	3	39	33.3	66.7	26.5	73.5
Manitoba	24	6	85.3	14.7	84.2	15.8
Saskatchewan	56	137	59.9	40.1	58.2	41.8
Alberta	17	62	44.9	55.1	42.6	57.4
British Columbia ¹	8	41	40.5	59.5	40.2	59.8

1. Including Yukon and Northwest Territories.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART IV — HALLS SERVICED BY ITINERANT EXHIBITORS

In 1954 there were 141 itinerant exhibitors giving performances in 653 halls, compared with 154 exhibitors servicing 805 halls in 1953. Some provinces indicated an increase in halls, used for the purpose of motion pictures, but the large decreases in Newfoundland, Quebec and Ontario were not

offset. For purposes of comparison, receipts in 1953 were \$468,562 and paid admissions numbered 1,381,655. Two exhibitors reported using 35 mm projectors but, as a general rule, 16 mm equipment was used. The following table gives details by provinces.

TABLE 13. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Province, 1954

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ¹
		\$	\$		c
Canada	658	385,682	26,189	1,106,070	.35
Newfoundland	189	62,075	2,789	171,760	.36
Prince Edward Island	4	2	2	2	2
Nova Scotia	40	18,200	2,993	68,848	.26
New Brunswick	6	2	2	2	2
Quebec	29	17,497	2,346	52,038	.34
Ontario	149	65,109	7,430	202,328	.32
Manitoba	37	22,873	516	69,464	.33
Saskatchewan	116	94,321	—	263,771	.36
Alberta	65	75,344	5,989	191,925	.39
British Columbia	23	22,766	3,362	60,979	.37

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART V—FILM EXCHANGES

Except for receipts from advertising and other sources, figures relative to film exchange business in Canada increased in 1954. Of the total film rental receipts, about 92% represented 35 mm films for theatrical use. About 4.5% was for 16 mm film, also for theatrical use. New films of all types released

in 1954 numbered 3,833 of which 2,546 were for theatrical use on a commercial basis. Of the 1,434 new feature films released, 1,109 were black and white and 325 were coloured. Tables 14, 15 and 16 deal with film rental activity.

TABLE 14. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1954

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
					\$	\$	\$	\$	\$
1934.....	—	60	344	230	923,400		7,370,200 ¹	2	2
1940.....	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941.....	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942.....	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943.....	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944.....	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945.....	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946.....	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947.....	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948.....	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949.....	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950.....	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1951.....	33	123	1,120		3,071,545		29,225,867	551,048	341,798
1952.....	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413
1953.....	33	124	584	648	2,332,606	1,208,070	34,436,609	533,977	475,707
1954.....	48	136	669	755	2,568,670	1,598,272	35,773,251	444,011	450,350

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 15. Number of Films and Film Rental Receipts by Use and Size of Film, 1954

	Theatrical use		Industrial use		Private or non-theatrical use		Total—All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
35 mm. films.....	7,302	32,831,209	—	—	37	18,280	7,339	32,849,489
16 mm. films.....	1,513	1,617,870	993	42,443	6,442	1,263,449	8,948	2,923,762
Total	8,815	34,449,079	993	42,443	6,479	1,281,729	16,287	35,773,251

TABLE 16. Type, Size and Language of New Films Released, 1954

Type and size of film	Total all languages	English language	French language	Other language
Total, All Types:				
16 mm.	2,000	1,422	423	155
35 mm.	1,833	1,374	336	123
Features:				
16 mm.	594	304	204	86
35 mm.	840	504	218	118
Short Subjects:				
Cartoons:				
16 mm.	227	206	16	5
35 mm.	278	260	14	4
Newsreels:				
16 mm.	337	208	104	25
35 mm.	468	364	104	—
Other:				
16 mm.	842	704	99	39
35 mm.	247	246	—	1

Segregation of the 1,434 new feature films released in 1954 as to country of origin was as follows:

United States	628
France	322
Great Britain.....	241
Canada.....	15
Italy	102
Other countries.....	126
Total new feature films.....	1,434

Although the Motion Picture Production, 1954, Memorandum, published earlier, indicates only two feature pictures were produced in Canada, this does not include pictures produced in Canada by foreign firms. It is quite possible to classify a larger number as having Canadian origin.

Included in other countries were U.S.S.R., Hungary, Germany, Poland, Czechoslovakia, Austria, Switzerland, Sweden, Mexico, Argentina, India and Japan.

PART VI—NATIONAL FILM BOARD ACTIVITIES

Apart from its major task of explaining Canada to Canadians and to the world through the medium of information and documentary films, the National Film Board co-ordinates the film activities of federal government departments. Its own productions and those sponsored by government agencies are

distributed through rural and urban circuits, commercial theatres and television outlets in Canada.

In addition, the Board distributes its own and sponsored films internationally through Canadian Posts, educational institutions and theatrical and television outlets.

Production

During the year under review, 235 films of one reel or more were produced. Original films completed totalled 122 of which 38 were in French. Versions and revisions brought the total to 235 of which 100 were in French (originals plus versions), 120 in English and 15 in other languages. Films produced in colour numbered 28.

In addition, the Board produced 64 film strips, seven newsclips, one trailer and 66 newsreel stories.

During the year, 15 films were produced by private firms on contract with the Board while 18 were completed for federal government departments.

National Film Board films won a total of 29 awards during the year, of which 23 were international and six were Canadian.

Theatrical and Television Distribution in Canada

In 1954-55, films produced for theatrical distribution numbered 57. These included the "Canada Carries On" and "Eye Witness" series which are one reel shorts released monthly to Canadian theatres. French language versions of these series are released under the titles "En Avant Canada" and "Coup d'Oeil".

During the fiscal year, Board films had 10,719 theatrical bookings and were shown for a total of 25,726 days based on 2.4 days per booking. Television bookings totalled 2,574.

For the weekly television series "On the Spot", 39 films were produced. French language programs for "Sur Le Vif", the counterpart of "On the Spot", numbered 25.

"Window on Canada", the Board's weekly half hour presentation featured NFB films with introduction and commentary by film critic Clyde Gilmour. The corresponding French language series is entitled "Regards sur le Canada".

Non-Theatrical Distribution in Canada

Through 10 regional offices in each of the provinces, sub-offices in many of the larger cities and a field staff, the Film Board administers its non-theatrical distribution. The field staff co-operates with provincial agencies, municipal libraries and other organizations in promoting distribution as widely as possible throughout the country.

During the year, the Board's productions were scheduled for 200,829 showings with 14,143,768 persons in attendance. These figures do not include screenings of films purchased by business establishments and public and private organizations for their own use.

Of the total non-theatrical audience, 10,757,088 were serviced through national, provincial and local libraries and depots. At the end of March, 1955 the number of such libraries and depots totalled 420. Film councils, which are association of film using groups, numbered 462 representing 11,227 groups.

A large part of the non-theatrical audience is reached through film circuits which are chains of showing points where planned film programs are distributed on a voluntary basis. There were 534 circuits in operation during the year, comprising 6,868 showing points.

Service to Schools

During the year under review, 86,077 school showings were held for a total audience of 6,550,923 through the co-operation of provincial departments of education and the universities. Over half the

showings took place in rural schools. Filmstrips are of particular value in educational work, and during the year the Board sold 13,217 throughout the country.

International Distribution

Of the Board's non-theatrical audience, a large number live outside Canada. During the year a reported attendance of 15,072,948 persons in this category saw NFB films. This audience is reached through the foreign posts of the Departments of External Affairs and Trade and Commerce, the cultural and government agencies of other countries and through film libraries. There was also a very large

unreported audience who saw prints of films which had been purchased by libraries and other organizations.

Board films were also presented to a large theatrical audience abroad. During the year 29,355 reported theatrical bookings were made of NFB films. In addition, 2,482 telecasts of Board films were shown abroad, mainly in the United States.

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Canadian Statistical Review of



CANADA

MOTION PICTURE THEATRES,
(EXHIBITORS) AND DISTRIBUTORS
1955



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Food Store Chains, 25¢
- I — Operating Results of Clothing Store Chains, 25¢
- J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- *K — Operating Results of Independent Food Stores, 25¢
- *L — Operating Results of Independent Clothing Stores, 25¢
- *M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- *N — Operating Results of Filling Stations and Garages, 25¢
- *O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1955.

TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition	R-5
Graphic Review of Motion Picture Statistics	R-6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included but, beginning with 1950, data on this type of exhibition are presented in a separate section.

Text and Tables 1 to 9	R-7
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PART 2. Drive-in Theatres

Statistics for this more recent type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

Text and Tables 10 and 12	R-13
---------------------------------	------

PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged.

Text and Tables 13 and 14	R-14
---------------------------------	------

PART 4. Halls serviced by Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 15	R-15
-------------------------	------

PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 16 to 18	R-16
--------------------------------	------

PART 6. National Film Board Activities

Production	R-17
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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1955

In 1955, establishments engaged in providing motion picture entertainment numbered 3,398, which was 73 less than the number in operation in the previous year. This net change in establishments was the result of an increase of 12 each in the number of regular theatres and drive-in theatres and decreases of 29 community enterprises and 68 in the case of halls serviced by itinerant operators.

Receipts excluding taxes for all establishments totalled \$94,159,568, accounted for by 202,194,446 paid admissions. Receipts were down 11 per cent compared with 1954 and admissions 15 per cent. In addition to the above, patrons paid \$11,006,485 in amusement taxes. Respectively, receipts excluding taxes and number of admissions for the four types of motion picture enterprises decreased as follows: Regular theatres 11 per cent,

15 per cent; drive-in theatres 9 per cent, 7 per cent; community enterprises 6 per cent, 10 per cent; halls serviced by itinerant operators 12 per cent, 14 per cent.

Canadians spent an average of \$6.74 on motion picture entertainment in 1955, \$1.06 less than the amount spent in 1954 and the lowest in six years. Newfoundland and Prince Edward Island showed increases in the per capita expenditure but all the other provinces registered decreases with British Columbia being the hardest hit.

More detail on the operations of the separate types of motion picture exhibition and film distributors is contained in the following sections of this report as well as a section dealing with the National Film Board activities.

Summary of Motion Picture Theatre Exhibition in Canada, 1955

Item	Total all types	Regular theatres	Drive-in theatres	Community enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,398	1,950	242	616	590
Receipts from admissions (excluding taxes) \$	94,159,568	86,373,652	5,755,158	1,690,377	340,381
Amusement taxes	\$ 11,006,485	10,264,183	601,836	119,967	20,499
Number of paid admissions	202,194,446	184,968,467	11,521,718	4,757,223	947,038

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, for Selected Years

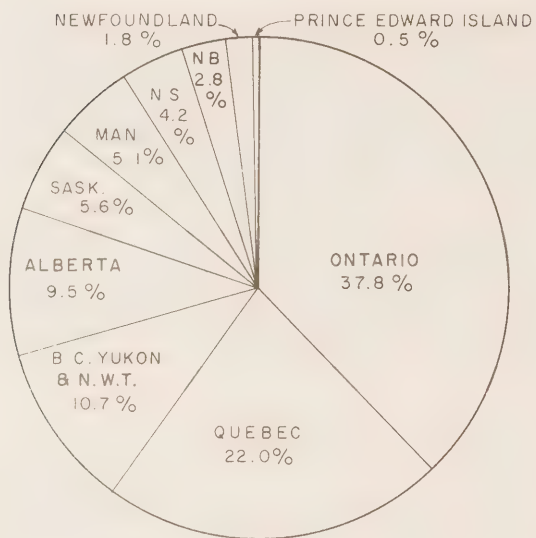
Province	1946	1949	1950	1951	1952	1953	1954	1955
	\$	\$	\$	\$	\$	\$	\$	\$
Canada	6.15	6.89	7.12	7.72	8.21	8.30	7.80	6.74
Newfoundland	2	2.69	2.93	3.82	3.90	4.03	4.43	4.52
Prince Edward Island	3.17	3.82	3.79	3.94	4.01	4.06	4.82	4.90
Nova Scotia	6.44	5.38	5.57	6.08	6.51	7.35	7.52	6.46
New Brunswick	4.79	4.44	4.40	4.99	5.52	6.02	5.86	5.23
Quebec	4.73	5.74	6.20	6.51	6.99	7.00	6.04	5.11
Ontario	7.56	8.94	9.11	9.80	10.06	9.67	8.85	7.66
Manitoba	5.88	6.20	6.20	7.01	7.31	7.74	7.81	6.35
Saskatchewan	4.39	4.67	4.84	5.61	6.76	7.07	7.63	6.66
Alberta	5.88	6.77	7.18	7.79	8.87	9.73	10.39	9.39
British Columbia ³	8.10	8.59	8.47	9.29	9.94	10.56	10.13	8.48

1. Based on total receipts (admission charges and taxes) of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

2. Not available.

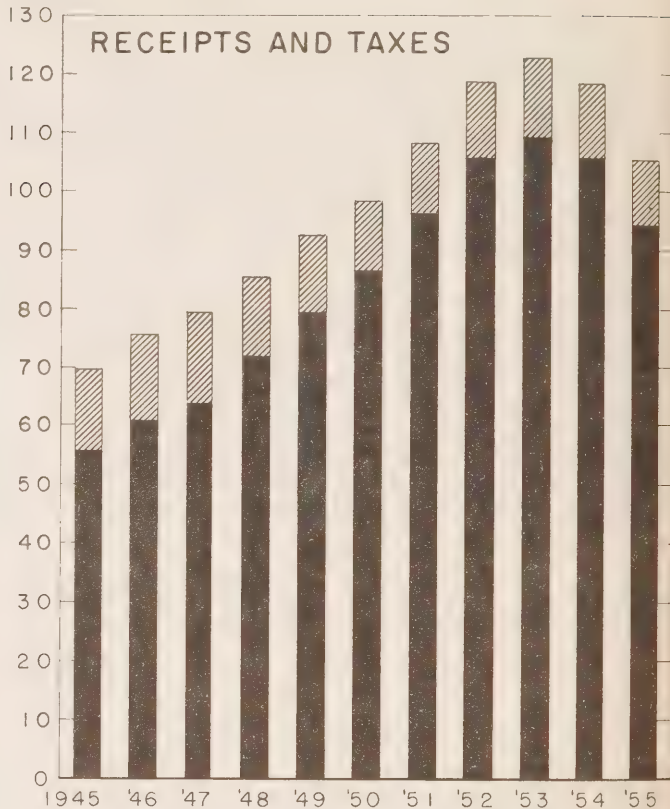
3. Including Yukon and Northwest Territories.

GRAPHIC REVIEW OF THEATRE STATISTICS

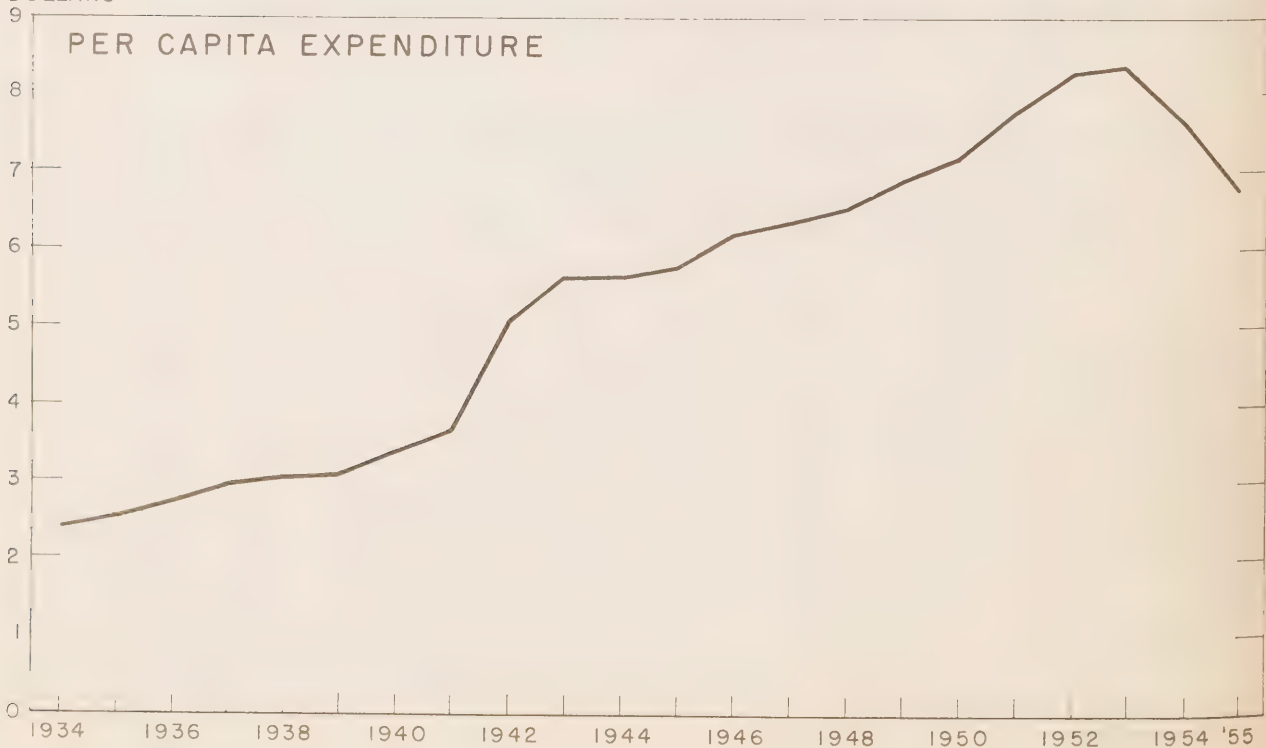
CANADIAN EXPENDITURES
ON MOTION PICTURES, 1955

TOTAL \$ 105,166,053

MILLION DOLLARS



DOLLARS



PART I—MOTION PICTURE THEATRES

Revenue and employment statistics for the years 1930 to 1955 are brought together in this report so that the progressive growth of motion picture theatres and the more recent changing trend may be better visualized. These and other relevant figures are presented for study in Table 1.

Regular theatres had receipts excluding taxes of \$86,373,652 in 1955 which, compared to the 1954 total of \$97,012,140 showed a decrease of 11 per cent. Amusement taxes in 1955 amounted to \$10,264,183. In addition to receipts from admissions, theatres took in \$10,292,351 from the sale of merchandise, \$287,695 from leased concessions and vending machines and \$94,116 from the projection of commercial films. While receipts excluding taxes were up in Newfoundland (6 per cent) and Prince Edward Island (1 per cent) the other provinces registered decreases ranging from 6 per cent in Alberta to 12 per cent in Nova Scotia. Motion picture theatres paid \$19,447,690 in salaries and wages to 14,451 employees of which 6,073 were female. Compared to 1954, salaries and wages decreased 4 per cent and number of employees 8 per cent.

The division of theatres as to the size of projection equipment used was 1,726 in favor of 35mm against 224 for 16mm. Theatres with 35mm equipment accounted for 99 per cent of receipts and paid admissions.

The average capacity utilized for Canada at 23 per cent of the potential capacity was considerably lower than 1954 when 27 per cent of all seats were filled. The capacity utilized in the provinces was down in all but Prince Edward Island where no change was reported from a year ago. The average admission price excluding taxes for Canada was calculated at 47 cents, up 3 cents or 7 per cent over the previous year. Regionally, Saskatchewan's admission price remained unchanged while the other provinces had increases of 2 or 3 cents. The admission prices including taxes are shown immediately below.

Average Admission Price (Including Taxes)

Canada	52¢
Newfoundland	46¢
Prince Edward Island.....	48¢
Nova Scotia	45¢
New Brunswick	44¢
Quebec	59¢
Ontario	53¢
Manitoba.....	44¢
Saskatchewan	45¢
Alberta	55¢
British Columbia.....	52¢
Yukon & Northwest Territories.....	70¢

TABLE 1. Summary Statistics of Motion Picture Theatres 1930, to 1955¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
1930	907	38,130,100	2	2	4,546	1,475	6,811,300
1931	2	33,706,800	2	2	2	2	2
1932	2	28,584,700	2	2	2	2	2
1933	762	24,906,100	2	2	3,822	1,378	4,433,500
1934	796	25,281,100		107,354,509	4,224	1,341	4,277,000
1935	859	27,011,700	2	117,520,795	4,553	1,436	4,798,900
1936	956	29,440,000	2	126,913,547	4,917	1,536	4,906,100
1937	1,044	32,163,000	2	133,669,450	5,240	1,631	5,560,900
1938	1,130	33,346,182	2	137,381,280	5,354	1,813	5,621,505
1939	1,183	33,696,244	2	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,474,122	2	151,590,799	5,691	1,979	6,330,982
1941	1,240	40,795,897	2	161,677,731	6,121	2,487	6,173,553
1942	1,247	45,719,911	11,557,262	182,845,765	5,655	2,990	8,205,140
1943	1,265	51,484,611	13,159,883	204,677,550	5,904	3,765	8,882,425
1944	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
1945	1,323	55,430,711	14,055,021	215,573,267	6,330	4,020	9,663,718
1946	1,477	59,888,972	15,052,994	227,538,798	6,813	4,143	10,466,251
1947	1,693	62,865,279	15,819,402	220,857,594	7,375	4,529	11,587,943
1948	1,604	68,694,321	13,583,324	219,289,424	7,340	5,047	12,985,639
1949 ³	1,731	77,419,472	12,563,737	229,312,348	7,635	5,429	14,438,048
1950	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
1951	1,808	90,986,110	11,373,629	239,192,227	14,034		17,137,276
1952	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
1953	1,906	100,889,361	12,760,235	241,182,726	9,027	6,723	20,018,413
1954	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
1955	1,950	86,373,652	10,264,183	184,968,467	8,378	6,073	19,447,690

1. Figures prior to 1948 include Community Enterprises.

2. Indicates figures are not available.

3. Including Newfoundland from 1949.

TABLE 2. Receipts of Motion Picture Theatres, by Source and by Provinces, 1955

Province	Number of establishments	Receipts					
		Total all sources	Receipts from motion picture performances (excluding taxes)	Amusement taxes	Sales of candy, drinks, cigarettes and etc.	Rental revenue from concessions and vending machines	Revenue from showing commercial films
		\$	\$	\$	\$	\$	\$
Canada	1, 950	107, 311, 997	86, 373, 652	10, 264, 183	10, 292, 351	287, 695	94, 116
Newfoundland	80	1, 646, 965	1, 379, 886	221, 419	45, 186	—	474
Prince Edward Island	14	512, 038	401, 395	71, 518	26, 620	11, 385	1, 120
Nova Scotia	84	4, 540, 393	3, 755, 896	401, 348	342, 533	35, 918	4, 698
New Brunswick	60	2, 951, 518	2, 420, 556	279, 072	225, 478	23, 017	3, 395
Quebec	447	24, 251, 166	19, 476, 949	3, 049, 661	1, 674, 384	28, 513	21, 659
Ontario	511	41, 550, 093	33, 366, 109	3, 389, 309	4, 597, 711	169, 636	27, 328
Manitoba	160	5, 555, 006	4, 343, 614	520, 788	680, 475	6, 474	3, 655
Saskatchewan	208	5, 359, 723	4, 493, 472	269, 382	590, 237	1, 481	5, 151
Alberta	206	9, 685, 748	7, 911, 679	771, 357	981, 742	3, 709	17, 261
British Columbia ¹	180	11, 259, 347	8, 824, 096	1, 290, 329	1, 127, 985	7, 562	9, 375

1. Including Yukon and Northwest Territories.

TABLE 3. Receipts ¹ of Motion Picture Theatres, by Provinces, 1949 to 1955
(Excluding amusement taxes)

Province	1949	1950	1951	1952	1953	1954	1955
	\$	\$	\$	\$	\$	\$	\$
Canada	77, 419, 472	82, 707, 762	90, 986, 110	98, 851, 349	100, 889, 361	97, 012, 140	86, 373, 652
Newfoundland	820, 107	863, 734	1, 098, 611	1, 150, 686	1, 174, 724	1, 301, 452	1, 379, 886
Prince Edward Island ..	280, 631	286, 334	313, 090	336, 700	347, 294	397, 529	401, 395
Nova Scotia	3, 109, 262	3, 266, 536	3, 454, 965	3, 688, 920	4, 177, 407	4, 283, 840	3, 755, 896
New Brunswick	2, 048, 091	2, 053, 595	2, 307, 605	2, 527, 474	2, 724, 148	2, 675, 844	2, 420, 556
Quebec	19, 240, 015	21, 310, 810	22, 629, 851	24, 932, 302	25, 405, 212	22, 506, 182	19, 476, 949
Ontario	31, 862, 708	34, 083, 166	38, 052, 587	40, 463, 904	39, 570, 781	37, 269, 532	33, 366, 109
Manitoba	4, 235, 223	4, 197, 205	4, 604, 683	4, 812, 497	5, 030, 045	5, 169, 144	4, 343, 614
Saskatchewan	3, 360, 125	3, 505, 695	3, 738, 865	4, 479, 432	4, 583, 073	5, 053, 250	4, 493, 472
Alberta	4, 924, 371	5, 314, 331	6, 044, 996	6, 937, 291	7, 676, 634	8, 464, 959	7, 911, 679
British Columbia ²	7, 538, 939	7, 826, 356	8, 740, 857	9, 522, 143	10, 200, 043	9, 890, 408	8, 824, 096

1. Receipts from admissions only.

2. Including Yukon and Northwest Territories.

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities ¹, 1955

Province and City	No. of establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Canada	1, 950	984, 389	86, 373, 652	10, 264, 183	184, 968, 467	799, 823, 835	23	47
Newfoundland	80	19, 719	1, 379, 886	221, 419	3, 447, 727	11, 029, 663	31	40
Prince Edward Island ..	14	5, 531	401, 395	71, 518	978, 492	3, 093, 635	32	41
Nova Scotia	84	43, 479	3, 755, 896	401, 348	9, 296, 881	36, 964, 040	25	40
Halifax	10	8, 922	1, 269, 823	141, 417	2, 602, 852	11, 187, 852	23	49
Sydney	5	3, 619	276, 923	29, 835	666, 429	2, 711, 660	25	42
Other places	69	30, 938	2, 209, 150	230, 096	6, 027, 600	23, 064, 528	26	37

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1955 — Concluded

Province and City	No. of establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
New Brunswick	60	29, 979	2, 420, 556	279, 072	6, 102, 410	23, 596, 964	26	40
Saint John	6	5, 843	563, 844	68, 429	1, 334, 144	5, 924, 568	23	42
Other places	54	24, 136	1, 856, 712	210, 643	4, 768, 266	17, 672, 396	27	39
Quebec	447	239, 028	19, 476, 949	3, 049, 661	38, 438, 850	197, 390, 497	19	51
Montreal	73	70, 502	8, 931, 625	1, 308, 794	16, 020, 829	92, 561, 308	17	56
Quebec	13	10, 609	1, 415, 659	215, 287	2, 811, 407	14, 971, 918	19	50
Rouyn	5	2, 646	316, 616	44, 961	559, 800	2, 584, 608	22	57
Sherbrooke	5	4, 102	434, 190	65, 851	830, 465	4, 054, 063	20	52
Hull	4	3, 071	286, 097	42, 817	594, 870	3, 912, 920	15	48
Three Rivers	4	3, 525	384, 619	52, 986	785, 432	3, 412, 344	23	49
Verdun	4	3, 526	360, 981	56, 391	734, 765	4, 487, 574	16	49
Other places	339	141, 047	7, 347, 162	1, 262, 574	16, 101, 282	71, 405, 762	23	46
Ontario	511	336, 504	33, 366, 109	3, 389, 309	69, 821, 911	311, 810, 578	22	48
Toronto	104	90, 163	10, 909, 662	1, 136, 332	19, 737, 630	89, 268, 607	22	55
Hamilton	22	19, 121	1, 846, 917	182, 279	3, 608, 855	17, 701, 836	20	51
Ottawa	17	16, 190	1, 982, 920	204, 668	4, 347, 250	17, 994, 102	24	46
London	8	8, 012	1, 029, 454	107, 100	1, 918, 793	10, 203, 692	19	54
Windsor	7	7, 769	827, 422	83, 241	1, 680, 418	9, 073, 464	19	49
Sudbury	7	6, 033	866, 625	87, 858	1, 586, 494	7, 430, 592	21	55
Fort William	6	4, 704	458, 918	44, 819	988, 513	5, 641, 404	18	46
Brantford	5	4, 940	361, 724	37, 533	744, 086	6, 041, 412	12	49
Kitchener	5	4, 777	502, 289	51, 717	1, 152, 317	5, 126, 680	22	44
St. Catharines	5	3, 994	432, 976	42, 607	994, 719	5, 579, 476	18	44
Kingston	4	3, 850	447, 054	47, 014	984, 833	5, 447, 832	18	45
North Bay	4	3, 130	479, 604	48, 379	945, 738	3, 194, 620	30	51
Oshawa	4	3, 159	450, 161	47, 481	943, 377	3, 721, 200	25	48
Peterborough	4	3, 441	405, 040	40, 629	816, 278	4, 783, 584	17	50
Sault Ste. Marie	4	3, 274	435, 795	43, 743	974, 959	4, 583, 488	21	45
Other places	305	153, 947	11, 929, 548	1, 183, 909	28, 397, 651	116, 018, 589	24	42
Manitoba	160	66, 028	4, 343, 614	520, 788	10, 936, 090	46, 817, 965	23	40
Winnipeg	35	26, 923	2, 617, 104	352, 629	5, 805, 870	30, 395, 942	19	45
Other places	125	39, 105	1, 726, 510	168, 159	5, 130, 220	16, 422, 023	31	34
Saskatchewan	208	69, 747	4, 493, 472	269, 382	10, 636, 688	39, 998, 684	27	42
Regina	7	6, 095	868, 928	71, 118	1, 813, 209	8, 056, 880	23	48
Saskatoon	6	6, 193	703, 222	52, 936	1, 660, 930	7, 355, 556	23	42
Other places	195	57, 459	2, 921, 322	145, 328	7, 162, 549	24, 586, 248	29	41
Alberta	206	80, 508	7, 911, 679	771, 357	15, 924, 171	57, 490, 847	28	50
Edmonton	16	13, 016	2, 214, 705	227, 916	4, 106, 376	16, 291, 990	25	54
Calgary	13	10, 602	1, 992, 861	212, 784	3, 359, 763	13, 802, 690	24	59
Lethbridge	4	2, 818	439, 926	43, 707	975, 238	3, 299, 296	30	45
Other places	173	54, 072	3, 264, 187	286, 950	7, 482, 794	24, 096, 871	31	44
British Columbia³	180	93, 866	8, 824, 096	1, 290, 329	19, 385, 247	71, 630, 962	27	46
Vancouver	38	34, 794	3, 632, 930	530, 325	7, 417, 567	34, 648, 440	21	49
Victoria	7	7, 145	853, 533	128, 273	1, 645, 720	7, 873, 696	21	52
Other places	130	50, 497	4, 137, 106	615, 216	10, 012, 742	28, 497, 566	35	41
Yukon and Northwest Territories	5	1, 430	200, 527	16, 515	309, 218	611, 260	51	65

1. Includes only those theatres located within the incorporated limits of the city.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Including Yukon and Northwest Territories.

TABLE 5. Employment and Payroll, 1955

Period of operation and province	Total employees		Total payroll	Projectionists			Assistant projectionists			All other employees		
	M.	F.		M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
			\$			\$			\$			\$
Total, all theatres												
Canada	8,378	6,073	19,447,690	2,061	14	6,415,560	275	20	161,640	6,042	6,039	12,870,490
Newfoundland.....	135	53	225,493	42	—	81,688	14	1	7,679	79	52	136,126
Prince Edward Island	36	19	53,331	9	—	14,464	2	—	2,078	25	19	36,789
Nova Scotia.....	349	293	736,230	88	1	222,135	16	—	9,556	245	292	504,539
New Brunswick.....	250	219	477,913	72	2	157,114	7	—	4,273	171	217	316,526
Quebec	2,162	946	4,014,062	502	5	1,115,434	98	3	63,982	1,562	983	2,834,646
Ontario	3,369	2,557	8,041,590	676	—	2,726,674	30	5	22,611	2,663	2,552	5,292,305
Manitoba	430	438	1,066,049	130	2	350,753	32	3	12,949	268	433	702,347
Saskatchewan.....	438	377	913,327	146	—	301,416	31	4	8,419	261	373	603,492
Alberta	536	472	1,421,702	170	3	489,605	20	4	18,028	346	465	914,069
British Columbia ¹	673	699	2,497,993	226	1	956,277	25	—	12,065	422	698	1,529,651
Full-time (operating 300 days and over)												
Canada	7,331	5,418	18,337,855	1,710	5	5,960,263	194	10	129,830	5,427	5,403	12,247,762
Newfoundland.....	106	51	215,530	36	—	80,439	9	1	6,910	61	50	128,181
Prince Edward Island	22	9	31,495	6	—	9,602	—	—	—	16	9	21,893
Nova Scotia	289	261	679,745	72	—	200,398	12	—	7,127	205	261	472,220
New Brunswick	226	211	462,549	61	—	149,379	6	—	3,460	159	211	309,710
Quebec	1,967	901	3,885,119	430	4	1,052,740	77	1	55,597	1,460	896	2,776,782
Ontario	3,128	2,397	7,724,324	613	—	2,606,308	23	3	20,862	2,492	2,394	5,097,154
Manitoba	363	373	1,013,227	104	—	326,127	25	1	10,312	234	372	676,788
Saskatchewan.....	295	262	829,021	84	—	260,784	18	—	4,476	193	262	563,761
Alberta	434	412	1,359,049	136	—	456,229	13	4	15,505	285	408	887,315
British Columbia ¹	501	541	2,137,796	168	1	818,257	11	—	5,581	322	540	1,313,958
Part time (operating less than 300 days)												
Canada	1,047	655	1,109,835	351	9	455,297	81	10	31,810	615	636	622,728
Newfoundland.....	29	2	9,963	6	—	1,249	5	—	769	18	2	7,945
Prince Edward Island	14	10	21,836	3	—	4,862	2	—	2,078	9	10	14,896
Nova Scotia	60	32	56,485	16	1	21,737	4	—	2,429	40	31	32,319
New Brunswick	24	8	15,364	11	2	7,735	1	—	813	12	6	6,816
Quebec	195	45	128,943	72	1	62,694	21	2	8,385	102	42	57,864
Ontario	241	160	317,266	63	—	120,366	7	2	1,749	171	158	195,151
Manitoba	67	65	52,822	26	2	24,626	7	2	2,637	34	61	25,559
Saskatchewan.....	143	115	84,306	62	—	40,632	13	4	3,943	68	111	39,731
Alberta	102	60	62,653	34	3	33,376	7	—	2,523	61	57	26,754
British Columbia ¹	172	158	360,197	58	—	138,020	14	—	6,484	100	158	215,693

1. Including Yukon and Northwest Territories.

TABLE 6. Proprietors of Unincorporated Firms¹, 1955

Period of operation and province	Total proprietors	With Salary			Without salary	
		Male	Female	Salaries	Male	Female
Total, all theatres	1, 986	302	103	\$ 711, 671	1, 017	564
Full-time (operating 300 days and over)						
Canada	895	205	58	603, 380	440	192
Newfoundland	27	3	—	8, 138	21	3
Prince Edward Island	11	—	—	—	9	2
Nova Scotia	26	3	2	4, 326	11	10
New Brunswick	29	4	4	13, 600	15	6
Quebec	227	68	18	144, 397	123	18
Ontario	203	57	11	187, 977	90	45
Manitoba	72	12	3	45, 262	36	21
Saskatchewan	85	15	5	34, 509	38	27
Alberta	168	33	12	99, 132	74	49
British Columbia ²	47	10	3	66, 039	23	11
Part-time (operating less than 300 days)						
Canada	1, 091	97	45	108, 291	577	372
Newfoundland	84	5	2	1, 778	52	25
Prince Edward Island	9	—	—	—	7	2
Nova Scotia	23	4	2	8, 680	14	3
New Brunswick	11	3	1	800	5	2
Quebec	280	44	21	37, 973	130	85
Ontario	82	6	2	9, 538	47	27
Manitoba	151	3	1	3, 024	74	73
Saskatchewan	257	18	10	15, 345	141	88
Alberta	134	9	3	9, 951	76	46
British Columbia ²	60	5	3	21, 202	31	21

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

TABLE 7. Motion Picture Theatres Classified According to Number of Establishments Under One Ownership, Canada 1930, 1940, 1951, 1955

Year and number of establishments under one ownership	Number of establishments		Receipts from admissions (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
			\$			
1930						
Total	915	100.0	38, 130, 100	100.0	1	1
One	656	71.7	15, 772, 000	41.4	1	1
Two and three	92	10.1	6, 390, 200	16.7	1	1
Four and over	167	18.2	15, 967, 900	41.9	1	1
1940						
Total	1, 229	100.0	37, 474, 122	100.0	151, 590, 799	100.0
One	576	46.9	9, 319, 639	24.9	43, 084, 387	28.4
Two and three	212	17.3	4, 085, 878	10.9	19, 366, 119	12.8
Four to nineteen	148	12.0	4, 101, 564	10.9	17, 519, 259	11.6
Twenty and over	293	23.8	19, 967, 041	53.3	71, 621, 034	47.2
1951						
Total	1, 808	100.0	90, 986, 110	100.0	239, 132, 227	100.0
One	910	50.3	18, 898, 868	20.8	53, 892, 379	22.5
Two and three	212	11.7	7, 484, 779	8.2	20, 550, 095	8.6
Four to nineteen	227	12.6	12, 715, 425	14.0	35, 615, 209	14.9
Twenty and over	459	25.4	51, 887, 038	57.0	129, 074, 544	54.0
1955						
Total	1, 950	100.0	86, 373, 652	100.0	184, 968, 467	100.0
One	996	51.1	19, 195, 379	22.2	45, 283, 044	24.5
Two and three	270	13.8	8, 122, 183	9.4	20, 833, 207	11.3
Four to nineteen	288	14.8	14, 277, 602	16.5	32, 611, 140	17.6
Twenty and over	396	20.3	44, 778, 488	51.9	86, 241, 076	46.6

1. Not available.

TABLE 8. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1955

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Paid admissions	
	35 mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment
			\$	\$	\$	\$		
Canada.....	1, 726	224	85, 704, 141	669, 511	10, 191, 623	72, 560	183, 314, 106	1, 654, 361
Newfoundland	26	54	1, 280, 319	99, 567	214, 898	6, 521	3, 171, 233	276, 494
Prince Edward Island ..	14	—	401, 395	—	71, 518	—	978, 492	—
Nova Scotia.....	80	4	2	2	2	2	2	2
New Brunswick	58	2	2	2	2	2	2	2
Quebec.....	404	43	19, 325, 543	151, 406	3, 028, 763	20, 898	38, 123, 168	315, 682
Ontario.....	482	29	33, 286, 781	79, 328	3, 382, 402	6, 907	69, 617, 882	204, 029
Manitoba	143	17	4, 309, 094	34, 520	518, 091	2, 697	10, 840, 394	95, 696
Saskatchewan	183	25	4, 443, 153	50, 319	269, 382	—	10, 502, 724	133, 964
Alberta.....	181	25	7, 844, 071	67, 608	763, 437	7, 920	15, 738, 453	185, 718
British Columbia ¹	155	25	8, 642, 722	181, 374	1, 263, 378	26, 951	18, 957, 050	428, 197

1. Including Yukon and Northwest Territories.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 9. Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1955

Province	New theatres	Theatres re-opened	Theatres closed ¹	Net change
Canada.....	76	23	87	+ 12
Newfoundland	13	2	2	+ 13
Prince Edward Island	—	—	—	—
Nova Scotia.....	1	—	1	2
New Brunswick.....	—	3	5	- 2
Quebec.....	20	5	29	- 4
Ontario.....	7	4	21	- 10
Manitoba	9	3	6	+ 6
Saskatchewan	8	2	8	+ 2
Alberta.....	12	1	8	+ 5
British Columbia ³	6	3	7	+ 2

1. Theatres closed all of 1955 but which were in operation during 1954. In addition there were 53 theatres which closed during 1955 but which are included in this bulletin for that part of 1955 for which they were in operation.

2. Unchanged.

3. Including Yukon and Northwest Territories.

PART II—DRIVE-IN THEATRES

The number of drive-in theatres in operation during 1955 increased by 12 over 1954 bringing the total number of establishments to 242. These drive-in theatres had a car capacity 4 per cent greater than 1954 at 97,289 and seating capacity for 2,012 persons. Receipts excluding taxes amounted to \$5,755,158, which was 9 per cent less than in 1954 when drive-in theatres had receipts of \$6,316,947. In addition, drive-ins collected \$601,836 in amusement taxes. Other sources of revenue not included above were sales of merchandise (candy, cigarettes, etc.) \$2,220,961, rental revenue from concessions and vending machines \$64,066 and revenue from the projection of commercial films \$100,128. The number of paid admissions in 1955 was 11,521,718,

down 7 per cent from admissions of 12,380,246 a year earlier. Eleven drive-in theatres reported the use of 16mm projection equipment and these accounted for \$44,009 of receipts excluding taxes and 89,957 paid admissions.

With 2,215 gainfully employed persons in drive-in theatres the year 1955 registered a slight increase over the 1954 total of 2,182. Projectionists increased from 207 to 221, assistant projectionists from 10 to 11 and all other employees from 1,964 to 1,983. The total payroll, however, sustained a decrease of 3 per cent from \$1,629,400 in 1954 to \$1,599,714 in 1955.

TABLE 10. Summary Statistics of Drive-In Theatres, 1947 to 1955

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
						Male	Female	Salaries and wages
			\$	\$				\$
1947	7	5,438	274,325	57,702	670,583	86	14	61,432
1948	15	9,975	658,641	131,124	1,595,947	243	12	170,654
1949	30	15,924	1,393,760	245,094	3,091,314	352	84	289,608
1950	62	31,523	2,290,679	300,028	4,943,000	677	196	557,065
1951	82	40,520	3,347,670	406,611	6,554,572	933		792,181
1952	104	50,497	4,409,426	540,390	8,379,586	914	406	998,135
1953	174	74,419	5,862,920	685,389	11,134,788	1,325	647	1,432,636
1954	230	93,214	6,316,947	721,630	12,380,246	1,472	710	1,629,400
1955	242	97,289	5,755,158	601,836	11,521,718	1,459	756	1,599,714

TABLE 11. Principal Statistics of Drive-In Theatres, by Provinces, 1955

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts from admissions (excluding taxes)	Amusement taxes	Sales of candy, drinks, cigarettes, etc.	Rental revenue from concessions and vending machines	Revenue from showing commercial films	Number of paid admissions
				\$	\$	\$	\$	\$	
Canada	242	97,289	2,012	5,755,158	601,836	2,220,961	64,066	100,128	11,521,718
Newfoundland	—	—	—	—	—	—	—	—	—
Prince Edward Island ..	2	1	1	1	1	1	1	1	1
Nova Scotia	11	1	1	1	1	1	1	1	1
New Brunswick	12	4,371	300	179,484	20,340	57,450	4,859	291	387,005
Quebec	—	—	—	—	—	—	—	—	—
Ontario	91	43,110	245	2,532,163	264,834	1,005,149	31,641	90,047	4,594,681
Manitoba	14	6,572	—	361,890	51,397	122,853	7,274	1,068	686,265
Saskatchewan	37	10,577	264	620,982	24,412	136,387	11,285	2,730	1,979,942
Alberta	41	14,912	307	993,349	87,351	418,486	700	1,537	1,697,561
British Columbia	34	13,134	896	823,666	127,198	365,000	3,928	2,632	1,702,688

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 12. Employment and Payroll, 1955

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
Canada	2, 215	\$ 1, 599, 714	221	—	494, 036	11	—	3, 365	1, 227	756	1, 102, 313
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	1	1	1	—	1	1	—	1	1	1	1
Nova Scotia	1	1	1	—	1	1	—	1	1	1	1
New Brunswick	72	36, 609	12	—	9, 301	—	—	—	43	17	27, 308
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	1, 017	700, 404	89	—	231, 629	2	—	390	577	349	468, 385
Manitoba	131	80, 001	14	—	28, 021	—	—	—	70	47	51, 980
Saskatchewan	241	158, 874	30	—	43, 451	—	—	—	129	82	115, 423
Alberta	385	300, 660	38	—	66, 404	3	—	400	221	123	233, 856
British Columbia	262	265, 278	31	—	103, 380	6	—	2, 575	124	101	159, 323

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART III—COMMUNITY ENTERPRISES

This title refers to community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches, etc. Although a regular admission is charged, these halls differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

The downward trend in receipts (excluding taxes) barely perceptible in 1954 as compared to 1953, continued in 1955 and resulted in a 6 per cent decrease from \$1,800,794 in 1954 to \$1,690,377 in 1955. During the same period the number of establishments declined 4 per cent from 645 to 616 and paid admissions 10 per cent from 5,269,925 to 4,757,223. With approximately the same seating

capacity as in 1954 the capacity utilization declined from 35 per cent of possible admissions to 32 per cent but the average admission price increased from 34 cents to 36 cents. Together Ontario and Saskatchewan accounted for almost 60 per cent of the business done by community enterprises.

The majority of community enterprises make use of 16mm projection equipment and a count of those in operation during 1955 revealed that 460 establishments made use of this size while the remaining 156 used 35mm equipment. This is also true of the provinces except Prince Edward Island and Manitoba where 35mm projection equipment prevailed. Tables 13 and 14 contain additional data by provinces.

TABLE 13. Principal Statistics of Community Enterprises, by Provinces, 1955

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ¹
Canada	616	142, 110	\$ 1, 690, 377	\$ 119, 967	4, 757, 223	14, 849, 509	32	¢ .36
Newfoundland	48	10, 195	184, 867	11, 694	495, 206	1, 631, 436	30	.37
Prince Edward Island	5	1, 115	12, 626	402	39, 156	158, 810	25	.32
Nova Scotia	4	738	4, 884	380	14, 159	45, 554	31	.34
New Brunswick	8	1, 471	16, 127	1, 669	54, 711	124, 492	44	.29
Quebec	185	57, 550	510, 522	68, 004	1, 441, 589	5, 534, 795	26	.35
Ontario	39	7, 885	85, 543	3, 109	223, 570	593, 331	38	.38
Manitoba	27	6, 366	97, 322	151	276, 876	887, 728	31	.35
Saskatchewan	178	34, 974	434, 819	—	1, 272, 425	3, 783, 681	34	.34
Alberta	77	14, 501	165, 398	14, 064	473, 529	1, 221, 124	39	.35
British Columbia ²	45	7, 315	178, 269	20, 494	466, 002	868, 558	54	.38

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Including Yukon and Northwest Territories.

TABLE 14. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1955

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
Canada	156	460	56.4	43.6	53.9	46.1
Newfoundland	6	42	55.6	44.4	52.0	48.0
Prince Edward Island	4	1	2	2	2	2
Nova Scotia	1	3	2	2	2	2
New Brunswick	2	6	2	2	2	2
Quebec	41	144	65.9	34.1	60.1	39.9
Ontario	3	36	36.7	63.3	29.1	70.9
Manitoba	21	6	83.3	16.7	83.9	16.1
Saskatchewan	54	124	60.9	39.1	59.0	41.0
Alberta	16	61	42.0	58.0	41.1	58.9
British Columbia ¹	8	37	30.0	70.0	33.1	66.9

1. Including Yukon and Northwest Territories.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART IV — HALLS SERVICED BY ITINERANT OPERATORS

Services provided by 128 itinerant operators to 590 halls in 1955 yielded receipts of \$340,381 and \$20,499 in amusement taxes. Receipts were down 12 per cent from the 1954 total of \$385,682 received by 141 operators who serviced 658 halls. Taxes were down 22 per cent from \$26,189. These amounts were paid by 947,038 movie-seers

(1,106,070 in 1954) at an average admission price of 36 cents plus 2 cents for taxes (35 cents and 2 cents in 1954). Generally, exhibitors used 16mm equipment but reports from Quebec and Saskatchewan showed that one exhibitor in each of those provinces used 35mm projection equipment. The following table gives details by provinces.

TABLE 15. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1955

Province	Number ¹ of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ²
		\$	\$		¢
Canada	590	340,381	20,499	947,038	.36
Newfoundland	167	60,669	1,915	143,882	.42
Prince Edward Island	10	3	3	3	3
Nova Scotia	36	16,279	2,134	54,820	.30
New Brunswick	3	3	3	3	3
Quebec	22	12,764	1,606	34,888	.37
Ontario	149	63,029	4,641	182,106	.35
Manitoba	27	13,427	365	45,657	.29
Saskatchewan	94	76,399	—	217,533	.35
Alberta	55	59,762	5,410	172,472	.35
British Columbia	27	30,995	3,758	73,050	.42

1. Serviced by 128 itinerant operators.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART V—FILM EXCHANGES

There were 64 companies engaged in the distribution of motion pictures through 153 offices in 1955, an increase of 16 firms from 1954. Most of the new companies included in 1955 for the first time were engaged in the distribution of television films. This category was formerly included with films for non-theatrical use. Receipts from all sources decreased 1 per cent from \$36,667,612 in 1954 to \$36,272,019 in 1955. The distribution of receipts by source was as follows: Film rentals \$35,498,588; sale of advertising material \$480,554; other sources \$292,877. Film exchange companies employed 1,450 persons and paid \$4,370,833 in salaries and wages in 1955. While the number of employees increased only 2 per cent over 1954 a 5 per cent gain was registered for salaries and wages.

The 35mm films rented for theatrical use were the principal source of revenue for the industry as a whole. While the 4,804 films in this class were only 16.9 per cent of the total number of all types rented, their revenue amounted to \$30,021,928, or 84.6 per cent of all revenue of film exchanges. In addition, 16mm films rented for theatrical use totalled 4,655 with revenue of \$2,102,460.

Films rented for television use numbered 12,773 with revenue of \$3,072,992 while the category of other non-theatrical use accounted for 6,161 films and revenue of \$301,208. The television and other non-theatrical rentals were mostly 16mm.

There were 2,462 new titles released during 1955 for theatrical booking. Of this total, 1,493 were 35mm and 969 16mm. New feature films (both 35 and 16mm) released during this period accounted for 1,124 of the total. The data shown in Table 18 does not include new films released primarily for television use or other non-theatrical purposes.

The classification of the 1,124 new feature films released in 1955 as to country of origin was as follows:

United States	649
France	340
Great Britain	55
Canada	1
Italy	54
Other countries	25

Total new feature films 1,124

Of these new feature films 779 were black and white and 345 in colour.

TABLE 16. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Sale of advertising	Other sources
					\$	\$	\$	\$	\$
1941	1	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1952	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413
1953	33	124	584	648	2,332,606	1,208,070	34,436,609	533,977	475,707
1954	48	136	669	755	2,568,670	1,598,272	35,773,251	444,011	450,350
1955	64	153	696	754	2,812,335	1,558,498	35,498,588	480,554	292,877

1. Not available.

TABLE 17. Number of Films Rented and Rental Receipts by Use and Size of Film, 1955

Size of film	Theatrical use		Television use		Other non-theatrical use		Total — All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
Total	9,459	32,124,388	12,773	3,072,992	6,161	301,208	28,393	35,498,588
35mm. films	4,804	30,021,928	—	—	35	2,935	4,839	30,024,863
16mm. films	4,655	2,102,460	12,773	3,072,992	6,126	298,273	23,554	5,473,725

TABLE 18. Type, Size and Language of New Films Released, for Theatrical Booking, 1955

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16 mm	969	677	279	13
35 mm	1,493	1,156	276	61
Features:				
16 mm	485	270	202	13
35 mm	639	386	196	57
Short Subjects:				
Cartoons:				
16 mm	127	95	32	—
35 mm	186	186	—	—
Newsreels:				
16 mm	157	150	7	—
35 mm	442	364	78	—
Other:				
16 mm	200	162	38	—
35 mm	226	220	2	4

PART VI—NATIONAL FILM BOARD ACTIVITIES**Production**

The National Film Board produces approximately 200 films a year. They include original films for theatrical, non-theatrical and television distribution and also language versions and revisions. In addition, in the fiscal year, ending March 31, 1956, the Board produced news stories for distribution in Canada and foreign countries, newsclips, trailers and TV stories of less than one reel.

The Board also produced and distributed still photos about Canada and filmstrips of an informational nature.

During the year, the Board produced 62 original films for theatrical and non-theatrical distribution and 39 original films for television. There were 64 language versions and revisions of already existing films, making a total of 205 films, or 452 reels. There were 40 news stories, 12 newsclips and 12 short TV stories.

Of total original production (101 films, including television) 79 were in English, 22 in French. There were 13 versions in other languages. Forty-two films—originals and revised versions—were sponsored by Government departments.

The Board's films were seen on Canadian television a total of 3,211 times, a substantial increase over the previous year's 2,614. Three series of films were made available to television, "Perspec-

tive" and "Passe-partout", both original offerings and "About Canada", made up of films originally produced for theatrical and non-theatrical distribution. Television bookings in other countries totalled 1,459.

The Board's films were booked into Canadian theatres a total of 7,310 times. Bookings in other countries totalled 21,519.

Non-theatrical distribution in Canada is by way of film libraries and depots which are used by members of Film Councils and other film using groups; and also through film circuits which make films available at selected showing points. By these means, the Board's films reached a non-theatrical audience in Canada of 14,469,686 during the year. A large segment—6,550,973—consisted of school children.

The Board's films are also distributed in other countries through Canadian Government posts and through educational and cultural agencies. This type of non-theatrical distribution reached an attendance of 17,600,383. A further audience, impossible to estimate, was attained through sale of prints of the Board's films. In Canada, 3,981 prints were sold; and, in other countries a further 3,008. Filmstrip sales in Canada came to 9,393 and in other countries to 3,137.

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CANADA

MOTION PICTURE THEATRES,
(EXHIBITORS AND) DISTRIBUTORS

1956



Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

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Wholesale Trade and Services Section

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Vol. 3—Part III—R-1

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- *B — Operating Results of Food Wholesalers, 25¢
- *C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- *D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- *H — Operating Results of Food Store Chains, 25¢
- *I — Operating Results of Clothing Store Chains, 25¢
- *J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- K — Operating Results of Independent Food Stores, 25¢
- L — Operating Results of Independent Clothing Stores, 25¢
- M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- N — Operating Results of Filling Stations and Garages, 25¢
- O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1956.

TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition	R- 5
Graphic Review of Motion Picture Statistics	R- 6

PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment.

Text and Tables 1 to 7	R- 7
------------------------------	------

PART 2. Drive-in Theatres

Statistics for this more recent type of motion picture exhibition are not included with figures for regular motion picture theatres.

Text and Tables 8 to 10	R-12
-------------------------------	------

PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc., and for which admission is charged.

Text and Tables 11 and 12	R-13
---------------------------------	------

PART 4. Halls serviced by Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

Text and Table 13	R-14
-------------------------	------

PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 14 to 16	R-15
--------------------------------	------

PART 6. National Film Board Activities

Production and Distribution	R-16
-----------------------------------	------

MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS

1956

During 1956 there were 177,301,391 recorded admissions to motion picture programs in Canada's 2,986 regular theatres, drive-in theatres, community or parish halls and halls operated by itinerant exhibitors, compared with 201,360,615 admissions recorded by 3,398 establishments in 1955. Gross receipts of the four types of establishments amounted to \$97,077,598, of which \$9,308,778 was for amusement taxes. In 1955 the figures were \$105,166,053 and \$11,006,435 respectively.

The per capita expenditure on motion picture entertainment averaged \$6.04, \$0.70 less than in 1955 and \$2.26 less than the peak year 1953.

Statistics relating to the four types of motion picture exhibitors and to distributors of films are presented in the following sections of this report. A statement covering the activities of the National Film Board is included.

Summary of Motion Picture Theatre Exhibition in Canada, 1956

Item	Total all types	Regular theatres	Drive-in theatres	Community enterprises	Halls serviced by itinerant operators
Number of theatres and halls.....	2, 986	1, 849	237	506	394
Receipts from admissions (excluding taxes) \$	87, 768, 820	80, 666, 267	5, 394, 296	1, 456, 332	251, 925
Amusement taxes..... \$	9, 308, 778	8, 674, 890	519, 638	100, 745	13, 505
Number of paid admissions	177, 301, 391	162, 859, 006	9, 705, 982	4, 050, 779	685, 624

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, for Selected Years

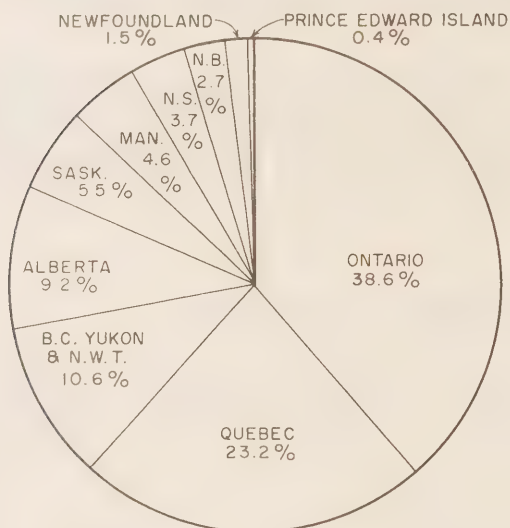
Province	1946	1949	1950	1951	1952	1953	1954	1955	1956
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Canada.....	6.15	6.89	7.12	7.72	8.21	8.30	7.80	6.74	6.04
Newfoundland	2	2.69	2.93	3.82	3.90	4.03	4.43	4.52	3.59
Prince Edward Island	3.17	3.82	3.79	3.94	4.01	4.06	4.82	4.90	3.93
Nova Scotia.....	6.44	5.38	5.57	6.08	6.51	7.35	7.52	6.46	5.13
New Brunswick.....	4.79	4.44	4.40	4.99	5.52	6.02	5.86	5.23	4.76
Quebec.....	4.73	5.74	6.20	6.51	6.99	7.00	6.04	5.11	4.87
Ontario.....	7.56	8.94	9.11	9.80	10.06	9.67	8.85	7.66	6.93
Manitoba	5.88	6.20	6.20	7.01	7.31	7.74	7.81	6.35	5.21
Saskatchewan	4.39	4.67	4.84	5.61	6.76	7.07	7.63	6.66	6.06
Alberta.....	5.88	6.77	7.18	7.79	8.87	9.73	10.39	9.39	7.99
British Columbia ³	8.10	8.59	8.47	9.29	9.94	10.56	10.13	8.48	7.20

1. Based on total receipts (admission charges and taxes) of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

2. Not available.

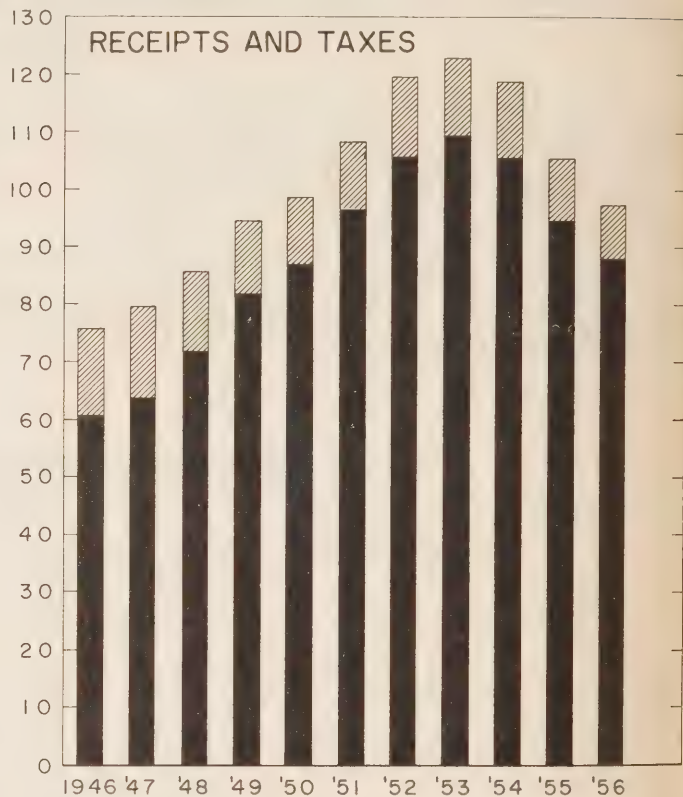
3. Including Yukon and Northwest Territories.

GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURES
ON MOTION PICTURES, 1956

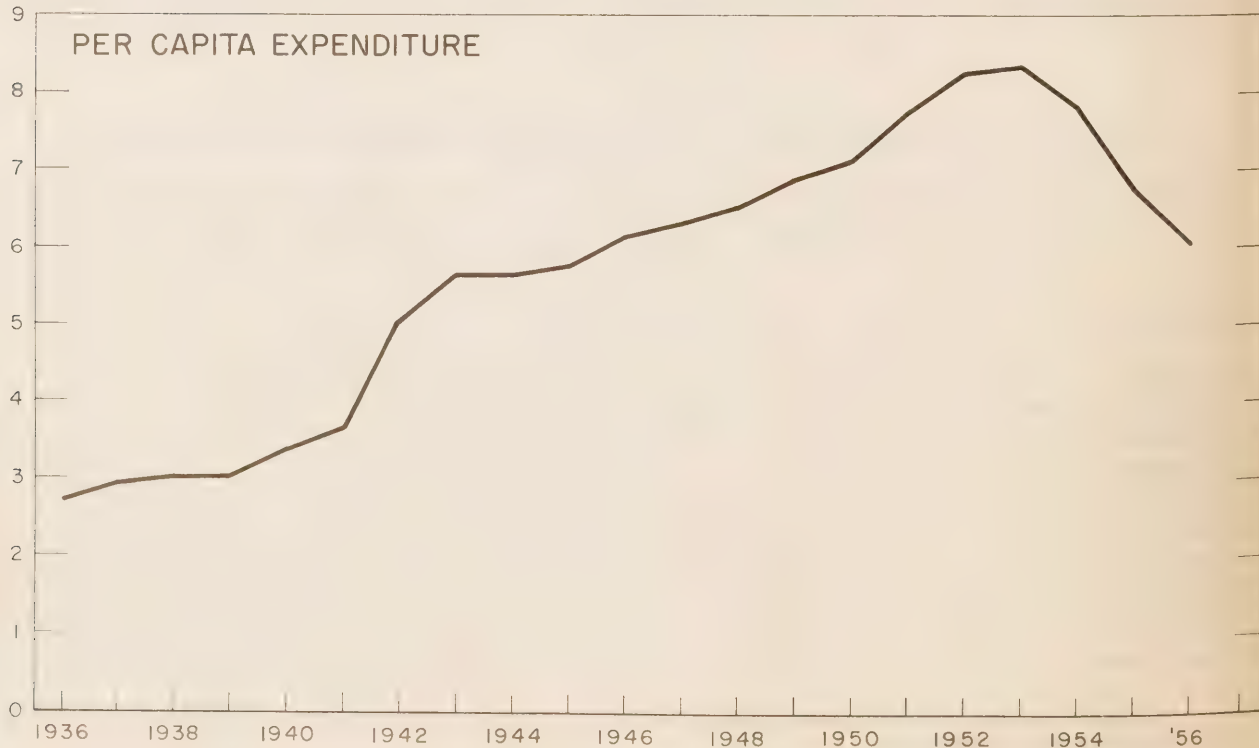
TOTAL \$ 97,077,598

MILLION DOLLARS



DOLLARS

PER CAPITA EXPENDITURE



PART 1 - MOTION PICTURE THEATRES

In 1956 motion picture theatres in Canada numbered 1,849 and had receipts (excluding taxes) of \$80,666,267, a decrease of 7 per cent below the 1955 volume reported by 1,950 theatres. Largest percentage decreases in receipts occurred in the three most easterly provinces - Newfoundland 16 per cent, Prince Edward Island 32 per cent, Nova Scotia 18 per cent, while declines ranging from 1 to 14 per cent were evident for the other provinces. Amusement taxes collected by theatres amounted to \$8,674,890, down 15 per cent from \$10,264,183 in 1955.

Of the 1,849 theatres, 206 were equipped with 16 mm. projection equipment. Receipts (excluding taxes) of these 16 mm. locations amounted to \$693,661 from 1,680,858 admissions, while amusement taxes amounted to \$68,355. Some 1,208 theatres were open for 300 days or more and 641 were in operation for less than 300 days of the year.

Theatres provided employment for 13,661 persons in 1956, 790 less than in 1955, and paid \$17,893,732 in salaries and wages compared with \$19,447,690 in the previous year. Of the total amount paid in salaries and wages, \$6,027,121 went to 2,013 projectionists, \$172,984 to 325 assistant projectionists and the balance, \$11,693,627, was shared by 11,323 other employees. Also engaged in operating the business were 1,199 proprietors

of unincorporated firms, of whom 376 drew \$574,090 in salaries, and 609 unpaid members of proprietors' families.

The 1,849 establishments operating in 1956 had a seating capacity for 941,085 persons compared with 984,389 in 1955. There were 162,859,006 paid admissions in 1956 representing a 22 per cent utilization of the potential capacity. In 1955 these figures stood at 184,968,467 admissions and 23 per cent capacity utilization.

The average admission price (excluding taxes) in 1956 was calculated at 50 cents, up 3 cents when compared with 1955. The highest average admission price was recorded in Quebec (54 cents) and the lowest in Newfoundland (39 cents). The admission prices including taxes were as shown below.

Average Admission Price (Including Taxes)

Canada	55¢
Newfoundland	45¢
Prince Edward Island	47¢
Nova Scotia	45¢
New Brunswick	45¢
Quebec	62¢
Ontario	56¢
Manitoba	45¢
Saskatchewan	45¢
Alberta	55¢
British Columbia	55¢

TABLE 1. Summary Statistics of Motion Picture Theatres 1935 to 1956¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
1935	859	27,011,700	3	117,520,795	4,553	1,436	4,798,900
1936	956	29,440,000	3	126,913,547	4,917	1,536	4,906,100
1937	1,044	32,163,000	3	133,668,450	5,240	1,631	5,560,900
1938	1,130	33,346,182	3	137,381,280	5,354	1,813	5,621,505
1939	1,183	33,696,244	3	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,474,122	3	151,590,799	5,691	1,979	6,330,982
1941	1,240	40,795,897	3	161,677,731	6,121	2,487	6,173,553
1942	1,247	45,719,911	11,557,262	182,845,765	5,655	2,990	8,205,140
1943	1,265	51,484,611	13,159,883	204,677,550	5,904	3,765	8,882,425
1944	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
1945	1,323	55,430,711	14,055,021	215,573,267	6,330	4,020	9,663,718
1946	1,477	59,888,972	15,052,994	227,538,798	6,813	4,143	10,466,251
1947	1,693	62,865,279	15,819,402	220,857,594	7,375	4,529	11,587,943
1948	1,604	68,694,321	13,583,324	219,289,424	7,340	5,047	12,985,639
1949 ⁴	1,731	77,419,472	12,563,737	229,312,348	7,635	5,429	14,438,048
1950	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
1951	1,808	90,986,110	11,373,629	239,132,227	14,034		17,137,276
1952	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
1953	1,906	100,889,361	12,760,235	241,182,726	9,027	6,723	20,018,413
1954	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
1955	1,950	86,373,652	10,264,183	184,968,467	8,378	6,073	19,447,690
1956	1,849	80,666,267	8,674,890	162,859,006	7,787	5,874	17,893,732

1. Figures prior to 1948 include Community Enterprises.
2. Not including proprietors of unincorporated firms.
3. Indicates figures are not available.
4. Including Newfoundland from 1949.

TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1950 to 1956
(Excluding amusement taxes)

Province	1950	1951	1952	1953	1954	1955	1956
	\$	\$	\$	\$	\$	\$	\$
Canada	82,707,762	90,986,110	98,851,349	100,889,361	97,012,140	83,373,652	80,666,267
Newfoundland	863,734	1,090,611	1,150,636	1,174,724	1,301,452	1,379,886	1,163,994
Prince Edward Island	286,334	313,090	336,700	347,294	397,529	401,395	273,395
Nova Scotia	3,266,536	3,454,965	3,688,920	4,177,407	4,233,840	3,755,896	3,068,044
New Brunswick	2,053,595	2,307,605	2,527,474	2,724,148	2,675,844	2,420,556	2,158,825
Quebec	21,310,310	22,629,851	24,932,302	25,405,212	22,506,182	19,476,949	19,245,824
Ontario	34,083,166	38,052,587	40,463,904	39,570,781	37,269,532	33,366,109	31,687,826
Manitoba	4,197,205	4,604,633	4,612,497	5,030,045	5,169,144	4,343,614	3,736,306
Saskatchewan	3,505,695	3,738,865	4,479,432	4,583,073	5,053,250	4,493,472	4,124,857
Alberta	5,314,331	6,044,996	6,937,291	7,676,634	8,464,959	7,911,679	7,090,146
British Columbia ¹	7,826,356	8,740,857	9,522,143	10,200,043	9,890,408	8,824,096	8,117,050

1. Including Yukon and Northwest Territories.

TABLE 3. Summary Statistics of Motion Picture Theatres, by Provinces, 1956

Province	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ¹		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,849	80,666,267	8,674,890	162,859,006	7,787	5,874	17,893,732
Newfoundland	84	1,163,994	164,541	2,984,753	132	62	216,789
Prince Edward Island	11	273,395	47,689	678,501	24	14	40,267
Nova Scotia	82	3,068,044	286,110	7,381,241	342	286	648,386
New Brunswick	57	2,158,825	243,747	5,377,581	222	215	447,320
Quebec	425	19,245,824	2,787,670	35,723,932	2,133	981	3,763,382
Ontario	470	31,687,826	2,983,825	61,434,901	2,937	2,449	7,426,300
Manitoba	148	3,736,306	347,929	9,095,019	391	378	934,936
Saskatchewan	207	4,124,857	219,872	9,689,520	428	320	859,666
Alberta	200	7,090,146	675,181	14,046,029	519	483	1,323,696
British Columbia ²	165	8,117,050	918,326	16,447,529	654	686	2,232,990

1. Not including proprietors of unincorporated firms.

2. Including Yukon and Northwest Territories.

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1956

Province and city	No. of Establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Canada	1,849	941,085	80,666,267	8,674,890	162,859,006	742,255,553	22	50
Newfoundland	84	19,941	1,163,994	164,541	2,984,753	10,929,976	27	39
Prince Edward Island	11	4,188	273,395	47,689	678,501	2,164,968	31	40
Nova Scotia	82	41,931	3,068,044	286,110	7,381,241	34,523,390	21	42
Halifax	10	8,909	1,022,688	107,800	2,002,119	10,581,752	19	51
Sydney	4	2,977	221,175	18,044	538,868	2,728,284	20	41
Other places	68	30,045	1,824,181	160,266	4,340,254	21,213,354	23	38

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1956 — Concluded

Province and city	No. of establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
New Brunswick	57	29,520	2,158,825	243,747	5,377,581	23,393,764	23	40
Saint John	7	6,181	473,538	56,780	1,081,606	6,693,726	16	44
Other places	50	23,339	1,685,287	186,967	4,295,975	16,700,038	26	39
Quebec	425	230,714	19,245,824	2,787,670	35,723,932	192,272,673	19	54
Montreal	68	67,052	8,660,010	1,228,029	14,195,940	86,053,627	16	61
Quebec	13	10,589	1,384,058	211,409	2,610,459	14,060,822	19	53
Rouyn	5	2,642	347,364	49,054	587,828	2,950,922	20	59
Sherbrooke	5	4,102	396,818	57,101	724,924	3,972,423	18	55
Hull	4	3,003	220,918	33,735	454,194	3,311,068	14	49
Three Rivers	4	3,525	365,277	51,527	882,020	2,795,000	32	41
Verdun	4	3,523	342,173	51,601	680,098	4,430,923	15	50
Other places	322	136,278	7,529,206	1,105,214	15,588,469	74,697,888	21	48
Ontario.....	470	314,004	31,687,826	2,983,825	61,434,901	285,978,505	21	52
Toronto	38	80,135	10,795,037	1,043,593	17,527,963	78,804,536	22	62
Hamilton	21	18,140	1,827,998	167,961	3,386,661	17,234,404	20	54
Ottawa	15	14,683	1,785,607	170,107	3,521,868	17,896,720	20	51
London	7	7,425	942,904	88,995	1,698,920	8,984,560	19	56
Windsor	7	7,817	798,372	76,569	1,483,351	8,142,768	18	54
Sudbury	6	5,565	828,427	81,225	1,519,029	7,125,560	21	55
Brantford	4	3,954	352,812	33,465	690,461	5,068,284	14	51
Kitchener	5	4,777	462,952	45,800	1,025,338	4,611,464	22	45
St. Catharines	5	3,994	389,752	35,667	859,335	4,615,872	19	45
Oshawa	4	3,155	436,273	41,678	851,431	3,848,532	22	51
Peterborough	4	3,442	344,417	31,588	685,184	3,912,316	18	50
Sault Ste. Marie	4	3,274	445,807	40,566	944,018	4,239,040	22	47
Other places	300	157,593	12,277,468	1,126,611	27,241,337	121,493,949	22	45
Manitoba	148	61,875	3,736,306	347,929	9,095,019	41,110,983	22	41
Winnipeg	33	25,887	2,192,823	222,056	4,458,184	25,218,401	18	49
Other places	115	35,988	1,543,483	125,873	4,636,835	15,892,582	29	33
Saskatchewan	207	69,516	4,124,857	219,872	9,689,520	36,776,978	26	43
Regina	7	6,091	700,029	56,959	1,406,937	6,717,198	21	50
Saskatoon	6	5,163	600,350	34,369	1,264,001	5,897,268	21	47
Other places	194	58,262	2,824,478	128,544	7,018,582	24,162,512	29	40
Alberta	200	80,231	7,090,146	675,181	14,046,029	54,534,431	26	50
Edmonton	17	13,804	1,966,745	199,298	3,421,016	14,470,884	24	57
Calgary	13	10,604	1,734,979	181,555	2,762,674	13,962,806	20	63
Other places	170	55,823	3,388,422	294,328	7,862,339	26,100,741	30	43
British Columbia³	165	89,165	8,117,050	918,326	16,447,529	60,569,885	27	49
Vancouver	31	30,042	3,195,281	362,283	5,880,795	25,817,903	23	54
Victoria	8	7,649	741,171	83,389	1,392,294	7,425,532	19	53
Other places	121	49,944	3,978,024	456,459	8,862,919	26,643,062	33	45
Yukon and North-west Territories ..	5	1,530	202,574	16,195	311,521	683,388	46	65

1. Includes only those theatres located within the incorporated limits of the city.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Including Yukon and Northwest Territories.

TABLE 5. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1956

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Number of paid admissions	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
			\$	\$	\$	\$		
Canada	1, 643	206	79, 972, 606	693, 661	8, 606, 535	68, 355	161, 178, 148	1, 680, 858
Newfoundland	27	57	1, 055, 486	108, 508	155, 259	9, 282	2, 681, 555	303, 198
Prince Edward Island	11	—	273, 395	—	47, 689	—	678, 501	—
Nova Scotia.....	79	3	1	1	1	1	1	1
New Brunswick.....	56	1	1	1	1	1	1	1
Quebec.....	392	33	19, 169, 278	76, 546	2, 777, 006	10, 664	35, 547, 900	176, 032
Ontario.....	439	31	31, 490, 023	197, 803	2, 966, 042	17, 783	60, 968, 641	466, 260
Manitoba	133	15	3, 699, 303	37, 003	344, 704	3, 225	8, 986, 757	108, 262
Saskatchewan	183	24	4, 077, 257	47, 600	219, 872	—	9, 561, 178	128, 342
Alberta.....	180	20	7, 004, 452	85, 694	668, 616	6, 565	13, 869, 735	176, 294
British Columbia ²	143	22	7, 979, 674	137, 376	897, 894	20, 432	16, 134, 113	313, 416

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

2. Including Yukon and Northwest Territories.

TABLE 6. Employment and Payroll¹, 1956

Period of operation and province	Total employees		Total payroll	Projectionists			Assistant projectionists			All other employees		
	M.	F.		M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
			\$			\$			\$			\$
Total, all theatres												
Canada	7, 787	5, 874	17, 893, 732	1, 990	23	6, 027, 121	300	25	172, 984	5, 497	5, 826	11, 693, 627
Newfoundland	132	62	216, 789	38	—	75, 834	13	1	12, 884	81	61	128, 071
Prince Edward Island	24	14	40, 267	8	—	11, 652	—	—	—	16	14	28, 615
Nova Scotia.....	342	286	648, 386	83	1	199, 671	13	2	7, 131	246	283	441, 584
New Brunswick.....	222	215	447, 320	69	2	147, 379	8	—	4, 147	145	213	295, 794
Quebec.....	2, 138	981	3, 763, 382	517	10	1, 108, 095	110	1	66, 680	1, 511	970	2, 588, 607
Ontario.....	2, 937	2, 449	7, 426, 300	623	2	2, 534, 995	26	3	11, 784	2, 288	2, 444	4, 879, 521
Manitoba	391	378	934, 936	122	2	329, 716	36	—	9, 586	233	376	595, 634
Saskatchewan	428	320	859, 666	143	1	296, 388	41	3	17, 461	244	316	545, 817
Alberta.....	519	483	1, 323, 696	168	3	469, 032	23	10	13, 116	328	470	841, 548
British Columbia ²	654	686	2, 232, 990	219	2	854, 359	30	5	30, 195	405	679	1, 348, 436
Full-time (operating 300 days and over)												
Canada	6, 774	5, 323	16, 991, 235	1, 644	17	5, 663, 118	208	19	139, 694	4, 922	5, 287	11, 188, 423
Newfoundland	108	57	211, 026	31	—	73, 301	9	1	12, 684	68	56	125, 041
Prince Edward Island	16	12	37, 331	7	—	10, 876	—	—	—	9	12	26, 455
Nova Scotia.....	285	251	598, 440	67	—	180, 491	8	2	4, 987	210	249	412, 962
New Brunswick.....	197	207	427, 382	59	1	139, 386	7	—	3, 391	131	206	284, 605

TABLE 6. Employment and Payroll¹, 1956 — Concluded

Period of operation and province	Total employees		Total payroll	Projectionists			Assistant projectionists			All other employees		
	M.	F.		M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
			\$			\$			\$			\$
Full-time (operating 300 days and over)—concluded												
Quebec	1,876	912	3,562,071	427	7	1,022,523	81	1	56,223	1,368	904	2,483,325
Ontario	2,749	2,338	7,194,383	567	2	2,445,390	23	3	11,273	2,159	2,333	4,737,720
Manitoba	293	307	835,622	87	2	289,855	25	—	6,770	181	305	538,997
Saskatchewan	298	233	788,152	88	1	266,299	20	—	10,980	190	232	510,873
Alberta	427	424	1,273,015	137	2	444,011	12	7	8,894	278	415	820,110
British Columbia ²	525	582	2,063,813	174	2	790,986	23	5	24,492	328	575	1,248,335
Part-time (operating less than 300 days)												
Canada	1,013	551	902,497	346	6	364,003	92	6	33,290	575	539	505,204
Newfoundland	24	5	5,763	7	—	2,533	4	—	200	13	5	3,030
Prince Edward Island	8	2	2,936	1	—	776	—	—	—	7	2	2,160
Nova Scotia	57	35	49,946	16	1	19,180	5	—	2,144	36	34	28,622
New Brunswick	25	8	19,938	10	1	7,993	1	—	756	14	7	11,189
Quebec	262	69	201,311	90	3	85,572	29	—	10,457	143	66	105,282
Ontario	188	111	231,917	56	—	89,605	3	—	511	129	111	141,801
Manitoba	98	71	99,314	35	—	39,861	11	—	2,816	52	71	56,637
Saskatchewan	130	87	71,514	55	—	30,089	21	3	6,481	54	84	34,944
Alberta	92	59	50,681	31	1	25,021	11	3	4,222	50	55	21,438
British Columbia ²	129	104	169,177	45	—	63,373	7	—	5,703	77	104	100,101

1. Not including proprietors of unincorporated firms.

2. Including Yukon and Northwest Territories.

TABLE 7. Proprietors of Unincorporated Firms¹, 1956

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,808	282	94	574,090	903	529
Full-time (operating 300 days and over)						
Canada	825	182	53	474,228	381	209
Newfoundland	13	4	—	11,850	6	3
Prince Edward Island	6	—	—	—	4	2
Nova Scotia	19	—	—	—	12	7
New Brunswick	21	5	1	6,900	10	5
Quebec	220	49	16	100,452	105	50
Ontario	184	44	13	131,460	86	41
Manitoba	61	15	1	30,519	26	19
Saskatchewan	75	18	10	37,715	35	12
Alberta	172	38	9	109,233	73	52
British Columbia ²	54	9	3	46,099	24	18
Part-time (operating less than 300 days)						
Canada	983	100	41	99,862	522	320
Newfoundland	109	8	2	1,806	79	20
Prince Edward Island	6	2	—	3,120	3	1
Nova Scotia	34	3	3	8,680	12	16
New Brunswick	14	2	5	8,228	5	2
Quebec	224	39	13	32,050	107	65
Ontario	74	5	2	8,340	38	29
Manitoba	124	9	2	2,311	66	47
Saskatchewan	248	23	10	18,944	121	94
Alberta	104	7	3	12,153	62	32
British Columbia ²	46	2	1	4,230	29	14

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

PART II - DRIVE-IN THEATRES

In 1956 there were 237 drive-in theatres in operation with a capacity for 91,521 cars compared with 242 drive-ins in 1955 with a car capacity of 97,289. Receipts (excluding taxes), amounting to \$5,394,296, were 6 per cent lower than receipts for the previous year. Paid admissions, numbering 9,705,982, declined 9 per cent, a slightly greater decrease than took place in receipts. Amusement taxes amounted to \$519,638, a drop of 14 per cent from 1955. Eight drive-ins were equipped with 16 mm projectors and these accounted for \$32,305 of total receipts (excluding taxes) and 62,193 paid admissions.

British Columbia and New Brunswick were the only provinces which showed gains over 1955 in receipts and number of paid admissions. British

Columbia recorded an 11 per cent increase in revenue and a 3 per cent gain in admissions, while the increase in New Brunswick was 5 per cent for both revenue and admissions. The most notable decline occurred in Manitoba, where receipts dropped by 37 per cent and admissions 40 per cent.

Drive-in theatres employed 2,142 persons and paid \$1,526,731 in salaries and wages. The number of employees was made up of 214 projectionists, 12 assistant projectionists and 1,916 other employees. Not included in the above figures were 48 proprietors of unincorporated firms who drew \$59,037 in salaries, 85 non-salaried proprietors and 69 members of proprietors' families who were all actively engaged in operating the business.

TABLE 8. Summary Statistics of Drive-In Theatres, 1947 to 1956

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
						Male	Female	Salaries and wages
			\$	\$				\$
1947.....	7	5,438	274,325	57,702	670,583	86	14	61,432
1948.....	15	9,975	658,641	131,124	1,595,947	243	12	170,654
1949.....	30	15,924	1,393,760	245,094	3,091,314	352	84	289,608
1950.....	62	31,523	2,290,679	300,028	4,943,000	677	196	557,065
1951.....	82	40,520	3,347,670	406,611	6,554,572	933		792,181
1952.....	104	50,497	4,409,426	540,390	8,379,586	914	406	998,135
1953.....	174	74,419	5,862,920	685,389	11,134,788	1,325	647	1,432,636
1954.....	230	93,214	6,316,947	721,630	12,380,246	1,472	710	1,629,400
1955 ¹	242	97,289	5,755,158	601,836	10,687,887	1,459	756	1,599,714
1956.....	237	91,521	5,394,296	519,638	9,705,982	1,347	795	1,526,731

1. Number of paid admissions revised.

TABLE 9. Principal Statistics of Drive-In Theatres, by Provinces, 1956

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions
				\$	\$	
Canada	237	91,521	1,821	5,394,296	519,638	9,705,982
Newfoundland.....	—	—	—	—	—	—
Prince-Edward Island.....	2	1	1	1	1	1
Nova-Scotia	11	1	1	1	1	1
New-Brunswick	12	4,231	300	187,657	21,457	407,390
Quebec	—	—	—	—	—	—
Ontario	91	41,174	146	2,388,255	247,985	4,142,175
Manitoba	14	6,360	—	228,341	25,358	410,783
Saskatchewan.....	35	9,702	289	541,618	22,528	1,015,154
Alberta	41	14,480	310	910,075	79,852	1,541,501
British Columbia ²	31	11,303	776	915,292	98,403	1,751,522

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

2. Includes Yukon and Northwest Territories.

TABLE 10. Employment and Payroll of Drive-In Theatres¹, 1956

Province	Total employees	Total payroll	Projectionists			Assistant Projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Canada	2,142	1,526,731	211	3	490,776	12	—	4,616	1,124	792	1,031,339
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	2	2	2	—	2	—	—	—	2	2	2
Nova Scotia	2	2	2	—	2	—	—	—	2	2	2
New Brunswick	61	37,357	11	—	12,953	—	—	—	27	23	24,404
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	1,029	740,070	88	—	239,750	3	—	1,230	549	389	499,090
Manitoba	104	69,097	13	—	26,121	3	—	225	51	37	42,751
Saskatchewan	234	120,977	28	—	37,236	—	—	—	110	96	83,741
Alberta	379	264,558	35	2	66,661	1	—	484	224	117	197,413
British Columbia ³	240	238,913	28	1	93,220	5	—	2,677	108	98	143,016

1. Not including proprietors of unincorporated firms.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

3. Includes Yukon and Northwest Territories.

PART III — COMMUNITY ENTERPRISES

This title refers to community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches, etc. Although a regular admission is charged, these halls differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

Community enterprises numbered 506 in 1956, a decrease of 110 from the number in operation in 1955. Receipts (excluding taxes) were down 14 per cent from \$1,690,377 in 1955 to \$1,456,332. Amusement taxes amounted to \$100,745, a drop of 16 per cent from the previous year. Attendance at performances given in these halls in 1956 numbered 4,050,779, a decrease of 15 per cent from the 1955 admissions which numbered 4,757,223. The average

seating capacity utilized was calculated at 31 per cent, down from 32 per cent in 1955. The average admission price at 36 cents was unchanged from a year ago.

Of the 506 community enterprises in the motion picture field, 376 used 16 mm equipment and 130 were equipped with 35 mm. Those equipped with 35 mm projectors had receipts of \$813,331 (excluding taxes) from 2,148,475 paid admissions, and those using 16 mm projectors received \$643,001 from 1,902,304 paid admissions.

Paid employees numbered 694 and drew salaries and wages amounting to \$197,637 during the year. Of these, 254 were projectionists who received \$102,705. In addition, there were 58 members of the operating organizations who received \$14,873 for their services and 274 who were not remunerated.

TABLE 11. Principal Statistics of Community Enterprises, by Provinces, 1956

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ¹
							%	\$
Canada	506	116,922	1,456,332	100,745	4,050,779	12,942,227	31	36
Newfoundland	46	8,432	114,647	4,332	269,241	1,102,294	24	43
Prince Edward Island	4	960	12,964	1,007	39,194	118,550	33	33
Nova Scotia	3	575	4,879	—	13,000	39,400	33	37
New Brunswick	7	1,716	25,233	2,192	65,385	359,672	18	39
Quebec	138	46,092	417,186	56,113	1,267,764	4,909,969	26	33
Ontario	28	5,297	78,332	3,250	190,130	518,588	37	42
Manitoba	23	5,210	70,439	34	221,173	685,908	32	32
Saskatchewan	148	29,239	368,380	—	1,043,790	3,021,980	35	35
Alberta	64	11,985	168,642	13,746	458,518	1,158,464	40	37
British Columbia ²	45	7,416	195,630	20,071	482,584	1,027,402	47	40

1. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

2. Including Yukon and Northwest Territories.

TABLE 12. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1956

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
			%	%	%	%
Canada	130	376	55.8	44.2	53.0	47.0
Newfoundland	3	43	37.6	62.4	35.1	64.9
Prince Edward Island	3	1	2	2	2	2
Nova Scotia	1	2	2	2	2	2
New Brunswick	2	5	2	2	2	2
Quebec	32	106	69.7	30.3	58.3	41.7
Ontario	3	25	40.0	60.0	36.6	63.4
Manitoba	16	7	80.7	19.3	79.9	20.1
Saskatchewan	47	101	62.7	37.3	62.0	38.0
Alberta	15	49	44.3	55.7	42.8	57.2
British Columbia ¹	8	37	29.1	70.9	29.7	70.3

1. Including Yukon and Northwest Territories.

2. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

PART IV — HALLS SERVICED BY ITINERANT OPERATORS

Exhibitors using portable equipment and showing motion pictures in more than one town or village numbered 80 in 1956, down from 128 in 1955. These operators serviced 394 halls as compared with 590 in the previous year. Receipts (excluding amusement taxes) amounted to \$251,925, down 26 per cent as compared with receipts of \$340,381 in 1955, while

admissions decreased 28 per cent to 685,624 from 947,038. Amusement taxes amounted to \$13,505, a decrease from \$20,499 in 1955. The average admission price increased to 38 cents from 36 cents for the year previous. Without exception itinerant operators used 16 mm portable equipment in 1956.

TABLE 13. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1956

Province	Number ¹ of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ²
		\$	\$		¢
Canada	394	251,925	13,505	685,624	38
Newfoundland	102	40,663	1,216	94,639	44
Prince Edward Island	3	3	3	3	3
Nova Scotia	18	3	3	3	3
New Brunswick	—	—	—	—	—
Quebec	14	12,522	1,644	35,520	40
Ontario	97	47,693	3,026	128,807	39
Manitoba	36	16,414	213	58,677	28
Saskatchewan	63	58,503	—	166,764	35
Alberta	43	34,284	2,596	91,037	40
British Columbia ⁴	18	32,994	3,272	77,581	47

1. Serviced by 80 itinerant operators.

2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

3. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

4. Including Yukon and Northwest Territories.

PART V — FILM EXCHANGES

During 1956 there were 53 Canadian film exchange companies operating through 150 offices as compared with 64 in 1955 with 153 offices. The decrease in number of companies may be attributed for the most part to a refinement in classification. All but one of the companies excluded handled films of the non-theatrical type. Revenue from the rental of films amounted to \$33,940,957, down 4 per cent from \$35,498,588 in 1955. In addition, film exchange companies reported receipts of \$446,504 from the sale of advertising material and \$2,084,481 from other sources. Salaries and wages paid to 665 male and 705 female employees amounted to \$4,479,790.

More films were rented for theatrical use in 1956 but for a lesser amount when a comparison is made with 1955, while the reverse was true of films rented for television use. There were 10,562 films distributed to theatrical establishments for a revenue of \$29,240,600, as compared with 9,459 films and revenue of \$32,124,388 in 1955. The 11,281 films leased for television use brought a revenue of \$4,550,178. Comparable figures for 1955 were 12,773 films and revenue of \$3,072,992. The

larger number of films handled consisted of the 16 mm size but 5,812 35 mm theatrical films accounted for \$27,185,678 of total rental revenue.

Of the 10,562 theatrical films in circulation during 1956, 2,359 were new films, of which 1,034 were features, 320 cartoons, 529 newsreels and 476 other short subjects; 1,644 new films were in the English language, 636 in the French language and 79 in other languages.

The distribution of new feature films by country of origin was as follows:

United States	620
France	204
Great Britain	106
Italy	76
Other countries	28
Total	1,034

Of these new feature films, 661 were produced in black and white and 373 in colour; 712 were produced using 35 mm film and 322 were produced using 16 mm film.

TABLE 14. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees ¹		Salaries and wages ¹		Receipts		
			Male	Female	Male	Female	Film rentals	Sale of advertising	Other sources
					\$	\$	\$	\$	\$
1941	2	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
1952	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413
1953	33	124	584	648	2,332,606	1,208,070	34,436,609	533,977	475,707
1954	48	136	669	755	2,568,670	1,598,272	35,773,251	444,011	450,350
1955	64	153	696	754	2,812,335	1,558,498	35,498,588	480,554	292,877
1956	53	150	665	705	2,945,742	1,534,048	33,940,957	446,504	2,084,481

1. Including working proprietors of unincorporated firms receiving a regular salary.

2. Not available.

TABLE 15. Number of Films Rented and Rental Receipts by Use and Size of Film, 1956

Size of film	Theatrical use		Television use		Other non-theatrical use		Total — All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
Total	10,562	29,240,600	11,281	4,550,178	2,178	150,179	24,021	33,940,957
35 mm. films	5,812	27,185,678	—	—	—	—	5,812	27,185,678
16 mm. films	4,750	2,054,922	11,281	4,550,178	2,178	150,179	18,209	6,755,279

TABLE 16. Type, Size and Language of New Films Released, for Theatrical Booking, 1956

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16 mm	895	608	275	12
35 mm	1,464	1,036	361	67
Features:				
16 mm	322	203	114	5
35 mm	712	434	213	65
Short Subjects:				
Cartoons:				
16 mm	158	53	105	—
35 mm	162	162	—	—
Newsreels:				
16 mm	163	156	—	7
35 mm	366	260	104	2
Other:				
16 mm	252	196	56	—
35 mm	224	130	44	—

PART VI - NATIONAL FILM BOARD ACTIVITIES

Production

The National Film Board in its role as government film agency produces and distributes films for theatrical, non-theatrical and television distribution. In addition to original films created for these purposes the Board also produces news stories, newsclips, trailers, short television stories, filmstrips and still photographs.

Total production for the year ending March 31, 1957, declined slightly from the preceding year because of a temporary disruption of facilities occasioned by the transfer of the Board's operational headquarters from Ottawa to Montreal. During the year the Board produced 34 original films for theatrical and non-theatrical distribution and 58 original films for television. There were 53 language versions and revisions of existing films, making a total of 145 films. Also produced were 43 news stories, 32 newsclips, 5 short television stories and one trailer.

In English, original productions totalled 62 and versions and revisions numbered 11. Thirty films were created originally in French and an additional 25 were versioned or revised in that language. Seventeen films were versioned into languages other than English or French. Twenty-five films were commissioned by sponsoring Government Departments or agencies. Films produced for the National Film Board under contract with commercial film companies totalled 35, including 7 originals and 28 versions and revisions.

Distribution

The Canadian non-theatrical audience during this fiscal year totalled 15,323,600. This figure was

about six per cent higher than the total for the previous year. Distribution was achieved through co-operation between the Board and many national, provincial and community organizations and voluntary groups. More than half of the total reported audience was achieved through classroom use of Board films, school students comprised 8,279,400 of the aggregate. As a result of non-theatrical distribution abroad by Canadian posts, under exchange agreements and through foreign agencies in more than 60 countries, a further reported audience of 18,142,900 was reached.

Films in the Board's theatrical series were booked 6,860 times by Canadian theatres, compared with 7,294 in the previous year. Outside Canada, the Board's theatrical productions are distributed by contractual agreements with international and local distributors. At March 31, 1957, the Board held contracts with 55 distributors, covering the distribution of 516 titles. Reported theatrical bookings abroad totalled 16,450, this figure excludes bookings by many distributors who are not required to furnish reports.

There were 5,110 telecasts of Board productions over Canadian television stations, an increase of almost 1,900 telecasts in comparison with the year before. Television bookings abroad were maintained at a satisfactory level, 2,594.

A considerable unreported audience is reached through the sale of 16 mm. prints. The Board sold 3,331 prints of its films in Canada and 2,747 prints abroad. Sales of filmstrips in Canada rose from 9,393 the previous year to 12,023 this year. Abroad sales totalled 4,159 strips in 1956-57 compared to 3,137 the year before.

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